

REQUEST FOR PROPOSAL (RFP)

HIRING OF CONSULTANCY FIRM FOR THIRD-PARTY IMPACT ASSESSMENT OF FOODAG PAKISTAN 2026

Trade Development Authority of Pakistan (TDAP), a statutory autonomous entity of the Government of Pakistan set up pursuant to TDAP Act, 2013, invites Request for Proposals (RFPs) from reputed and experienced consultancy firms for undertaking an independent Third-Party Impact Assessment of the 4th International Food & Agriculture Exhibition of Pakistan (FoodAg2026), scheduled to be held from 23–26 November 2026 at Expo Centre Karachi.

Brief Scope of Assignment:

2. The selected firm will undertake a comprehensive assessment of the event, including pre-event planning and organization, exhibition delivery and on-ground execution, B2B meetings and business outcomes, stakeholder satisfaction, media/branding impact, international benchmarking and post-event business momentum. The assignment will include surveys, interviews, quantitative and qualitative analysis and preparation of an evidence-based impact assessment report.
4. The firms/companies should be registered with Income Tax and Sales Tax with active status.
 - i. All bidders are required to apply through the **e-Pak Acquisition and Disposal System (e-PADS)**. The proposal documents, containing detailed terms and conditions, can be downloaded from e-PADS. A **non-refundable tender document fee of Rs. 1,000/-** must be submitted along with the bid in the form of a **Pay Order** in favor of the **Trade Development Authority of Pakistan**. ii. **Bids must be submitted no later than 11:00 AM on 22nd September, 2026** and will be **opened the same day at 11:30 AM**.
 - iii. The procurement will be conducted through Single Stage–Two Envelope Procedure under applicable PPRA Rules. Selection shall be made on Quality and Cost Based Selection (QCBS) basis. Detailed TORs, evaluation criteria, deliverables and other terms & conditions are contained in the RFP document available through EPADS.
5. TDAP reserves the right to accept or reject any or all proposals in accordance with the applicable PPRA Rules.
6. TDAP reserves the right to reject any or all bids and to annul the bidding process at any time, however, reasons for rejection or annulling bid process will be communicated to the concerned bidder (s) in accordance with the Procurement Rules.

(Amir Ur Rehman)
Deputy Manager (AFD)

Terms of Reference (TORs)

Third-Party Impact Assessment of the 4th International Food & Agriculture Exhibition of Pakistan (FoodAg Pakistan 2026) 23–26 November 2026 | Expo Centre Karachi

1. Background

The Trade Development Authority of Pakistan (TDAP), Agriculture & Food Division, organizes FoodAg Pakistan as the flagship international exhibition for Pakistan's agro-food sector. The 3rd edition (25–27 November 2025) achieved record participation of 370+ Pakistani exhibitors across 20+ sub-sectors, 850+ international buyers/delegates from over 80 countries, more than 5,700 curated B2B meetings, and approximately USD 730 million in confirmed and projected business.

The 4th edition (FoodAg 2026) will be held from 23–26 November 2026 at Expo Centre Karachi (all 6 halls + 2 marquees). Planned scale includes approximately 450 exhibitors and 800 international buyers, with core components comprising the main exhibition, Global Cuisine Show, inauguration ceremony, B2B matchmaking, technical seminars/panels, regulatory/SPS dialogues, factory/field visits, and a Gala Dinner.

TDAP requires an independent, professional third-party firm to conduct a comprehensive Impact Assessment of the entire FoodAg 2026 event. The assessment must evaluate overall event quality and performance against international exhibition standards (e.g., Gulfood, Anuga, SIAL, Foodex, or comparable leading agro-food trade fairs) and deliver a rigorous, evidence-based report.

2. Objectives

- Independently assess the overall quality, effectiveness, and impact of FoodAg 2026 across all components.
- Measure quantitative and qualitative outcomes, including participation quality, business generation, stakeholder satisfaction, regulatory/market-access results, and brand/reputation effects.
- Benchmark the event against recognised international exhibition standards and best practices.
- Identify strengths, gaps, lessons learned, and actionable recommendations for continuous improvement of future editions (including FoodAg 2027 and related horticulture platforms).
- Provide an objective, credible report suitable for submission to TDAP senior leadership, Ministry of Commerce, and other stakeholders.

3. Scope of Work

The selected firm shall cover the **entire event lifecycle and all major components**, including but not limited to:

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3.1 Pre-Event & Organisation

- Review of planning, tendering/procurement processes, marketing & outreach (digital, OOH, missions, associations), exhibitor recruitment quality, buyer facilitation (including hospitality and visa support), and overall organizational readiness.

3.2 Exhibition Delivery & On-Ground Execution

- Physical setup quality (halls, marquees, stalls, ambiance, signage, logistics).
Inauguration ceremony and protocol.
- Daily exhibition operations, visitor flow, and service standards.
- Global Cuisine Show (chef quality, integration of Pakistani ingredients, audience engagement, media coverage).
- Gala Dinner and hospitality arrangements.
- Technical seminars, panel discussions, SPS/quarantine sessions, and regulatory dialogues.
- Factory/field visits and side events.

3.3 Business & Trade Outcomes

- Volume and quality of B2B meetings.
- Confirmed, projected, and pipeline business (by sector, market, and value).
- New market linkages, MOUs, and follow-up potential.
- Sector-specific performance (rice, fruits & vegetables, meat & poultry, biscuits & confectionery, agritech, seafood, spices, dairy, etc.).

3.4 Stakeholder Experience & Satisfaction

- Surveys and structured feedback from: Pakistani exhibitors, international buyers/delegates, speakers/chefs, government counterparts (DPP, AQD, PHA, provincial entities), media, and TDAP/PHDEC staff.
- Net Promoter Score (NPS) or equivalent metrics.

3.5 Media, Branding & Outreach Impact

- Media coverage (local/international), social media reach/engagement, influencer impact, and overall brand elevation of Pakistan's agro-food sector.

3.6 Comparative Benchmarking

- Comparison of FoodAg 2026 quality and outcomes against leading international agro-food exhibitions on dimensions such as: – Exhibitor and buyer calibre – Business conversion rates – Service standards and visitor experience – Innovation, sustainability, and

valueaddition focus – Regulatory facilitation and post-event follow-up mechanisms –
Overall professional execution and ROI for participants.

3.7 Post-Event Momentum

- Assessment of immediate follow-up actions, factory visit outcomes, and pipeline conversion potential within 4–6 weeks after the event.

4. Methodology

The firm shall propose a robust, mixed-methods approach, which may include:

- Desk review of TDAP planning documents, exhibitor/buyer databases, B2B logs, and the 2025 Final Report.
- On-site observation and data collection during 20–27 November 2026 (setup, exhibition days, dismantling).

Structured surveys (online + on-site) of exhibitors, buyers, and other stakeholders (minimum statistically meaningful sample).

- Key Informant Interviews (KIIs) with senior TDAP officials, selected large exhibitors, highvalue buyers, regulatory agencies, and event management partners.
- Focus Group Discussions (FGDs) where useful.
- Quantitative analysis of business deals, meeting volumes, and media metrics.
- International benchmarking using publicly available data, industry reports, and (where feasible) expert consultations on peer events.
- Triangulation of findings for credibility.

All primary data collection must obtain informed consent and respect confidentiality. The firm shall share draft tools (questionnaires, interview guides) with TDAP for review before deployment.

5. Deliverables

1. **Inception Report** (within 2 weeks of contract signing) – detailed methodology, work plan, data collection tools, sampling framework, and timeline.
2. **Interim Progress Note** (mid-event or immediately post-event) – preliminary observations on execution quality.
3. **Draft Impact Assessment Report** (within 4–5 weeks after event closure).
4. **Final Impact Assessment Report** (within 2 weeks of receiving TDAP comments on the draft) – comprehensive, professionally formatted document including:
 - Executive Summary ○ Methodology
 - Quantitative and qualitative findings ○ Sector-
and market-wise analysis ○ Stakeholder satisfaction
results ○ International benchmarking ○ Strengths,
weaknesses, opportunities, threats (SWOT) or
equivalent ○ Clear, prioritized recommendations ○
Annexes (tools, raw data summaries, list of
respondents, photographs, etc.).
5. **PowerPoint Presentation** of key findings and recommendations for senior management briefing.

6. Clean datasets and any survey instruments used.

6. Timeline

- Contract award: Target by end-September / early-October 2026 (to allow pre-event preparation).
- Inception Report: Within 15 days of award.
- On-site presence: 20–27 November 2026 (or as mutually agreed).

Draft Report: By mid-January 2027.

- Final Report & Presentation: By end-January / early-February 2027.

Exact dates will be finalized in the contract.

7. Eligibility:

- Consultancy firm should be registered with FBR/SECP/Relevant provincial tax authorities
□ Consultancy firm should be on Active Tax Payers List at the time of bid opening
- No conflict of interest with TDAP, PHDEC, or major FoodAg contractors/exhibitors- Undertaking to be submitted for it
- The firm must not be blacklisted by any government organization – Undertaking to be submitted by the firm

8. Reporting & Coordination

The firm will report to the Director General (Agriculture & Food Division), TDAP, or a designated focal person. Regular coordination meetings (virtual or in-person) will be held as needed. TDAP will facilitate access to relevant documents, exhibitor/buyer lists (subject to data-protection protocols), and on-site logistics support.

9. Payment:

Payment to be made on achieving milestones as per following details:

- 20% on approval of Inception Report
- 30% on completion of on-site data collection □ 30% on submission of acceptable Draft Report □ 20% on acceptance of Final Report and presentation.

