

Financial Quote BOQ)

Assignment	Amount In PKR
9.1 Pre-Event & Organization □ 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.	
9.2 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.	
9.3 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.).	
9.4 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.	
9.5 Media, Branding & Outreach Impact □ Media coverage (local/international), social media reach/engagement, influencer impact, and overall brand elevation of Pakistan's agro-food sector.	
9.6 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 value-addition focus – Regulatory facilitation and post-event follow-up mechanisms – Overall professional execution and ROI for participants.	
9.7 Post-Event Momentum □ Assessment of immediate follow-up actions, factory visit outcomes, and pipeline conversion potential within 4–6 weeks after the event	
Total	PKR