

Requirements Part-A

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.).	