

< Request for Quotation (RFQ) >



For: Selection of a Contractor for the Booth Construction of Coex Vietnam Exhibitions in 2025

Date: 23 April 2025

1 Introduction of Coex

- 1.1** Coex is Korea's leading exhibition organizer and venue management company. Every year, Coex organizes more than 25 exhibitions covering a wide range of industries. Coex Center, which opened in 1979, is the most sought-after convention and exhibition venue in Korea, hosting more than 200 exhibitions each year as well as 2,500 international meetings and events. As a leader in Korea's MICE industry, Coex contributes to national competitiveness and serves as a platform for business and information exchange.
- 1.2** Since launching the Vietnam International Retail & Franchise Trade Show in 2009, Coex has built extensive domestic and international networks, establishing itself as the leader in this field. In 2015, Coex set up a representative office in Ho Chi Minh City, Vietnam, and since 2021, it has been operating as Coex VINA. With a robust network of local institutions, associations, and partners, Coex VINA offers comprehensive Vietnam-specialized exhibition services, including stable event planning, on-site operations, and post-event management.
- 1.3** Its primary fields of business are as follows:
 - 1.3.1 Organize Trade Show / Exhibition;
 - 1.3.2 Provide Event Management Service;
 - 1.3.3 Provide Hybrid Event Service;
 - 1.3.4 Provide Venue Service
 - 1.3.5 Manage Coex and External Venues
 - 1.3.6 Provide Business Matching Service; and
 - 1.3.7 Provide Consultations
- 1.4** Further information on Coex can be viewed at www.coexcenter.com. For more information on our business in Vietnam, please visit coex.vn.

2 RFQ Overview

2.1 Title: Selection of a Contractor for the Booth Construction of Coex Vietnam Exhibitions in 2025

2.2 Purpose:

- 2.2.1 To develop and install standard and upgrade booth designs to provide exhibitors with multiple participating options.
- 2.2.2 To reduce wood usage by maximizing the implementation of eco-friendly materials and reusable modular booth.
- 2.2.3 To identify and collaborate with a contractor capable of working on quality design booths as well as a large scale shell scheme booths construction.

2.3 Scope of Work:

- 2.3.1 Construction of 'standard' and 'upgrade' booths
 - 2.3.1.1 Standard: Shell scheme booth, standardized modular exhibition booth structure
 - 2.3.1.2 Upgrade: Standard booth with enhanced decoration (eg. higher fascia board)
- 2.3.2 Includes planning, design, construction, installation, management, and dismantling.
- 2.3.3 The work extends to Coex-organized events held in SECC(Ho Chi Minh City) and WTC Expo (Binh Duong) in Vietnam.

2.4 Project Period: From the Date of Signing the Contract to 31st December, 2025

2.5 Selection & Bidding Process

- 2.5.1 The bidder submitting the lowest valid price shall be selected.
- 2.5.2 The lowest price shall be determined through simultaneous, in-person bidding by all participating bidders.
- 2.5.3 The selected bid price must not exceed the offered price limit. The offered price limit shall be disclosed by Coex on the day of bidding. Participating bidders shall submit their total bid price on the same day.
- 2.5.4 If all submitted prices exceed the offered price limit, the bidding may be conducted up to a maximum of three (3) rounds.
- 2.5.5 If, after the third round, no valid bid under the offered price limit is received, Coex reserves the right to initiate negotiations with the bidder who submitted the lowest price. If the negotiated terms fall within the offered price limit and both parties reach an agreement, that bidder shall be selected.

2.6 Company Selection: One(1) company will be selected.

3 Scope of Work

3.1 Booth Design & Implementation:

- 3.1.1 Booths designed according to size and type.
- 3.1.2 Booth sizes:
 - 3.1.2.1 Standard Booth: 1 booth (3mW x 3mD x 2.5mH, one side open)
 - 3.1.2.2 Upgrade Booth: 1 booth (3mW x 3mD x 3.5mH, one side open)
- 3.1.3 Includes booth system structures, signage, outlets, carpet flooring, basic LED lighting, and furniture rental.
 - 3.1.3.1 1 unit(3m x 3m) of standard/upgrade booth(octanorm or maxima) shall include;
 - 3.1.3.1.1 *three sided walls (white, 2.5mH)*
 - 3.1.3.1.2 *Needle-punch carpet in standard colour(red, blue or grey)*
 - 3.1.3.1.3 *One information counter (1000mmW x 500mmD x 750mmH)*
 - 3.1.3.1.4 *Two chairs*
 - 3.1.3.1.5 *One wastepaper basket*
 - 3.1.3.1.6 *Two fluorescent light tubes*
 - 3.1.3.1.7 *One electrical socket (5amp/220V)*
 - 3.1.3.1.8 *Hall management fee*
 - 3.1.3.1.9 *One fascia board;*
 - 3.1.3.1.9.1 Fascia board(2950mmW x 235mmH) for standard booth
 - 3.1.3.1.9.2 Fascia board(2950mmW x 960mmH) for upgrade booth

3.2 Expected Scale of 2025 Booth Construction:

- 3.2.1 Expected Scale: **280 standard booths and 30 upgrade booths in total**
 - 3.2.1.1 VIPREMIUM (SECC, 5~8 June)
 - 3.2.1.1.1 *Standard Booth: 45 booths*
 - 3.2.1.2 HCMC Vietbaby (SECC, 5~8 June)
 - 3.2.1.2.1 *Standard Booth: 65 booths*
 - 3.2.1.2.2 *Upgrade Booth: 10 booths*

3.2.1.3 AW Vietnam (WTC BD, 27~29 August)

3.2.1.3.1 *Standard Booth: 60 booths*

3.2.1.3.2 *Upgrade Booth: 10 booths*

3.2.1.4 VIETRF (SECC, 30 October ~ 1 November)

3.2.1.4.1 *Standard Booth: 60 booths*

3.2.1.4.2 *Upgrade Booth: 10 booths*

3.2.1.5 Coffee Expo Vietnam (SECC, 30 October ~ 1 November)

3.2.1.5.1 *Standard Booth: 50 booths*

3.2.2 The total expected scale is subject to change depending on the specific circumstances of each exhibition.

3.2.3 An additional exhibition may be held at SECC or WTC Binh Duong, which shall be deemed an extension of the project scope. In such case, the total volume of work and overall project scale shall be adjusted accordingly.

3.3 Price:

3.3.1 For the purpose of bidding, the proposed price shall be based on the total expected scale of all exhibitions encompassed within this project.

3.3.2 All prices are in Vietnamese Dong(VND) and excluding VAT.

3.4 Selection of a Contractor Capable of Handling Both Standardized Shell Scheme Booth & Upgrade Booths Construction:

3.4.1 Pre-design and cost estimation to be conducted in consultation with Coex.

3.4.2 The process, covering design, installation, management, and dismantling, will all be managed in collaboration with Coex.

3.4.3 The contractor should be capable of handling all Coex-organized events and projects in Vietnam.

4 Bidding Guidelines & General Information

4.1 General Information:

- 4.1.1 Project Title: Selection of a Contractor for the Booth Construction of Coex Vietnam Exhibitions in 2025
- 4.1.2 Project Period: From the Date of Signing the Contract to 31st December, 2025
- 4.1.3 Design Interpretation
 - 4.1.3.1 The project must comply with the regulations and specifications of the Saigon Exhibition and Convention Center(SECC) and the WTC Binh Duong New City.
 - 4.1.3.2 Any unclear aspects will be subject to Coex's interpretation.
- 4.1.4 Materials: All materials used must be standard products.

4.2 Bid Participation Requirements:

- 4.2.1 Must have a proven track record of constructing 70 or more shell scheme booths for a single exhibition within the past two years. (in the form of 'Project Experience Portfolio')
- 4.2.2 Must be, or should be able to act in the same capacity as, an official contractor for the Saigon Exhibition and Convention Center(SECC) and the WTC Binh Duong New City.
- 4.2.3 Must not have undergone bankruptcy, rehabilitation, or court receivership within the past year from the bid announcement date.
- 4.2.4 Must attend the proposal briefing and complete registration for the bidding.

4.3 Schedule and Documents to be Submitted

- 4.3.1 Briefing Session and Bidding Schedule
 - 4.3.1.1 Only companies that attend the briefing session shall be granted bidding eligibility. Any unclear matters shall be subject to interpretation by Coex.
 - 4.3.1.2 The 'Briefing Session' shall be held at the Coex Vina office. The schedule will be determined and announced in coordination with the Coex Vina Management Support Team, in compliance with applicable regulations.
 - 4.3.1.3 The 'Bidding' shall be conducted simultaneously and in person, with the participation of all eligible bidders. The schedule shall be determined and announced in coordination with the Coex Vina Management Support Team, in accordance with applicable regulations.
 - 4.3.1.4 Specific schedule dates shall be notified to all eligible contractors in advance of the bidding process.

4.3.2 Submission of Registration Documents

4.3.2.1 Submission Period: The submission schedule shall be determined and announced in coordination with the Coex Vina Management Support Team, in compliance with applicable regulations.

4.3.2.2 Submission Documents:

Category	Items
Registration Documents	1 printed copy of Bid Participation Application (Annex 2)
	1 printed copy of business registration
	1 printed copy of Project Experience Portfolio (PPT or PDF)
Bid Offer Documents	1 copy of Price Offer Form (Annex 1), signed & submitted with the detailed breakdown* of the price. * A price offer shall be considered incomplete without a detailed breakdown.

4.3.2.2.1 *All documents must be written or issued in English.*

4.3.2.3 Submission Location: COEX VINA COMPANY LIMITED, 8th Floor, PDD Building, No 162 Pasteur, Ben Nghe Ward, District 1, Ho Chi Minh City, Vietnam (Phone Number: 028-3622-3318)

4.3.2.4 Submission Method: Only in-person submissions are accepted. Mail submissions are not permitted.

4.3.2.5 Submitted documents will not be returned under any circumstances.

4.3.3 Bidding

4.3.3.1 Date & Time: The schedule shall be determined in consultation with Coex Vina Management Support Team, in accordance with applicable regulations.

4.3.3.2 Venue: Coex Vina office meeting room

4.3.3.3 Eligible Participants: Companies that have attended the briefing session, registered for bidding, and duly submitted all required bid participation documents and bid offers within the specified deadline.

4.3.3.4 Simultaneous & In-person Bidding

4.3.3.4.1 *All eligible bidders shall convene at the Coex Vina office at the scheduled time.*

4.3.3.4.2 *Price offer forms must be signed and stamped on-site, and will be photographed as official evidence.*

4.3.3.4.3 *Submission shall be deemed complete only upon official witnessing by an auditor from Coex Headquarter.*

4.4 Company Selection Process

- 4.4.1 The bidder submitting the lowest price shall be selected, provided that the bid price does not exceed the offered price limit.
- 4.4.2 The lowest price shall be determined through simultaneous, in-person bidding conducted among all participating bidders.
- 4.4.3 In the event that all submitted prices exceed the offered price limit, Coex may conduct up to three (3) rounds of bidding.
- 4.4.4 If, after three rounds of bidding, no valid bid falls within the offered price limit, Coex reserves the right to designate the bidder who submitted the lowest price as the first-priority candidate for subsequent negotiations.
- 4.4.5 If the negotiated terms fall within the previously disclosed price limit and both parties reach an agreement, the bidder shall be selected.
- 4.4.6 The offered booth price may be subject to partial adjustment in the event of changes in specifications, as requested by Coex during the project implementation process.
- 4.4.7 Coex shall not disclose the composition of the evaluation committee, the evaluation procedures, or the final evaluation results. Applicants shall not raise objections concerning these matters to Coex or any third party.

4.5 Preparation & Submission of Price Offer:

- 4.5.1 The bid price offer shall be completed using the official form provided by Coex. The proposed amount must be exclusive of VAT and shall include a detailed price breakdown by booth type and construction work item, along with the total aggregate amount.
- 4.5.2 Only bid prices that do not exceed the offered price limit shall be considered for selection. The offered price limit will be disclosed by Coex on the day of bidding.
- 4.5.3 Any corrections, deletions, or alterations made to the bid price offer must be duly authenticated with the bidder's official bidding seal
- 4.5.4 Bid amounts must be stated in English words, with the corresponding Arabic numerals placed in parentheses. In case of any discrepancy between the two, the English words shall prevail.
- 4.5.5 All price quotations must be denominated in Vietnamese Dong (VND).
- 4.5.6 Once submitted, the bid offer shall be final and may not be amended, substituted, or withdrawn under any circumstances.

4.6 Payment Terms

- 4.6.1 Payments and settlements shall be processed separately for each individual exhibition.
- 4.6.2 Advance payments may be considered on a case-by-case basis, with the percentage and terms subject to negotiation depending on the specific exhibition.
- 4.6.3 Final settlement payments shall be made in cash following the inspection and approval of the contractor's work for each respective exhibition.

List of Annexes forming part of this RFQ (issued as separate documents):

Annex 1 – Price Offer Form

Annex 2 – Bid Participation Application