



Singapore 06/12/2023

SUBJECT: Market research for technical assistance service to cooking shows during Food and Hotel Asia (FHA) exhibition (23-26 April 2024, Singapore)

The Italian Trade Agency in Singapore (ITA Singapore) is a government Agency and it is the Trade promotion Section of the Embassy of Italy in Singapore.

For the occasion of FHA that will be held in Singapore from April 23rd to 26th 2024, ITA is looking for a provider of technical assistance service to showcase cooking sessions during the exhibition days.

The Italian Pavillon will be displayed on a 102 sqm area and the dimensions of the site will be 6mx17m. Please see tentative map for details (attachment 1)

Please consider that not all the 102 sqm will be dedicated to the kitchen area, as in the Pavilion will be included 2 small reception desks, some high tables for the audience, etc.

The opening hours of the exhibition will be 10.00 am-6.00 pm and on the last day 10.00am-4.00 pm (tbc)

In addition, estimated 50 Italian companies will be present at the exhibition with a personal booth promoting regional products from Italy.

The requested services will be as following:

1. **Planning and organization of show cooking sessions:** from a minimum of 6 to 8 per day with Italian Chefs and/or with local Chefs with passion for Italy and expertise in cooking Italian dishes.

The following activities must be included in the organization:

- the schedule and managing of the show cooking sessions. Each session should last 1 hour (45 minutes preparation of the dish and 15 min presentation+tasting)
- engaging and managing the Chefs with along all the planning period and during the exhibition
- 1 or 2 service staff to support the Chefs
- the purchase of ingredients. Some of the ingredients could be provided by the Italian companies present at the exhibition as per possible agreements for promotional purpose with ITA
- contacting and dealing with the Italian companies available to give their products to the promotion: informing them of the plate that will include their product, the quantity needed, delivery schedules, etc).
- the set-up of the cooking station
- the clearing of food, plates and cups in the designated station between each session
- the provision of kitchen utensils (pots and pans and disposable plates cups, cutlery and napkins)
- possible provision of other needed and specific kitchen equipment (food mixer, electric stove, microwave)

The kitchen equipment that will be provided in the Pavillon by ITA is yet to be confirmed.

The contacts of Italian Chefs can be provided by ITA.

Basic requirements for Coordinator/Head Chef:

- good knowledge of English
- able to speak in public, entertaining the crowd and interacting with the Italian companies who will be presenting their ingredient during the show-cooking session

2. Organization of a Pasta or Pizza or Cake Contest between 2 Chefs

3. Planning and organization of a masterclass with a Michelin star Chef (optional)

During the 4 days, ITA Singapore together with other Institutional Partners could organize a press conference on the 1st day and one talk/presentation on food, so the show-cooking sessions agenda should be planned accordingly.

All the activities and services that your company will provide in the Pavilion must be compliant with the 'Exhibition Rules and Regulations" of the event organizer (to be provided by ITA when available).

In case of force majeure, the organizer could postpone or cancel the event. Therefore ITA reserves the faculty to act consequently: in case of postponement your services will be consequently pushed to further date; in case of cancelation, ITA will reimburse 50% of the expenses actually borne and accompanied by related documentation.

Please consider that all our contracts are subject to general Terms & Conditions available upon request.

Kindly note the criteria for the supplier's selection is based on the lower price proposed.

Finally, we kindly ask you send us your best quotation split for each item/bullet point (1,2,3) for our final evaluation by December 28th.

Best regards

Giorgio Calveri
Trade Commissioner
ITA Singapore