

TERMS OF REFERENCE

Choreography for Maldives National Day Cultural/Folklore Performance at Expo 2020 Dubai.

1. Project Title

Choreography for Maldives National Day Cultural/Folklore Performance at Expo 2020 Dubai.

2. Background

Expo2020 is a World Expo to be hosted by Dubai in the United Arab Emirates, originally scheduled to open on October 2020. Due to the ongoing COVID-19 pandemic, it has been postponed to 2021 and the rescheduled new dates calls for an opening on October 1, 2021. Despite being held in 2021, organizers will keep the name Expo 2020 for marketing and branding purposes.

The theme of this World Expo is 'Connecting Minds, Creating the Future'. The celebration of innovation, collaboration and creation will see Dubai welcoming the world for six months.

As well as the overall theme of 'Connecting Minds, Creating the Future', Expo 2020 Dubai also has three subthemes which it will celebrate in 2021. These are Opportunity, Sustainability and Mobility. There will be a pavilion showcasing each of these themes on the Expo site.

Expo 2020 Dubai is an opportunity for participants to present unique and exceptional stories of their country by showcasing new or untold narratives. By this process, participants will have the chance to go beyond the visitors' common knowledge, and refresh perspectives and understanding of their nation and its people's journey towards the future.

Participants will embark on a journey to deliver their exhibits in their pavilions, transforming spaces into exciting exhibition that truly reflect their ambitions, national priorities, identity, and culture.

3. Scope of Work

The Maldives is an Official Participant at the Expo 2020 with its Pavilion at the Sustainability Thematic District.

National days are the shining moments for each participant. A time to honour leaders and celebrate what Maldives has to offer, across the Expo 2020 Dubai site. As part of the ceremony, dignitaries, invited guests and other visitors will gather at the Stage of Nations. It is here that the Maldives National flag will be raised to the sound of the national anthem. Dignitaries from both Expo 2020 and Maldives will mark the day with a few words, which will then be followed by a unique cultural/folklore performance.

There will also be a daily procession around the Avenue of Nations. The procession is a vibrant, colourful, moving celebration, designed to delight and entertain daytime visitors. On Maldives National, Maldives will have the opportunity to integrate performers and elements of the cultural/folklore performance into the Procession.

The Ministry of Economic Development is looking for an individual or company with relevant experience and capacity to choreograph an exciting and engaging Cultural/Folklore performance at the Maldives National Day event.

The choreographed performance is expected to:

- Embody the unique characteristics and culture of the Maldives.
- Portray a fusion of different cultural performances of the Maldives.
- Be original and authentic, reflecting aspects of the Maldives that cannot be found elsewhere.
- Be exciting and entertaining.
- Be modest in design and applications of attire and costumes.
- Aspire audience and create interest in the Maldives.

4. Deliverables

In consultation with Expo 2020 Maldives Team, the Creative Agency is expected to deliver the following:

- a) Performance concept and storyboard.
- b) A 15-20 minutes choreographed performance.
- c) Identify and train a gender balanced team of 15 performers.
- d) Conduct required practice sessions and rehearsals.
- e) Produce original and authentic music.
- f) Produce all required costumes and props.
- g) Provide all required cultural or any other instruments.
- h) Integrate performers and elements of the cultural/folklore performance into the procession parade.
- i) Manage the performers in Dubai.

Note:

Expo 2020 Maldives Team will provide all information and guidelines for registered bidders for the above deliverables.

Expenses for travel to Dubai, accommodation, food and domestic transportation will be provided by Ministry of Economic Development for all 15 performers and 2 Managers.

Visa arrangement and other formalities will be done by the Ministry of Economic Development.

Practice and rehearsal venue will be provided by the Ministry of Economic Development.

5. Qualifications

The choreographer or company must be established in the Maldives with the required capacity and with at least 5 years' experience.

6. Materials to be submitted

- a) Expression of Interest
- b) Performance concept and storyboard
- c) Company Profile
- d) Company Registration copy
- e) GST Registration copy
- f) CV of Key Team Members (relevant to the task)
- g) Similar Experience (details of max 5 similar projects)
- h) Methodology and workplan
- i) Delivery duration
- j) Price (including GST)

7. Evaluation Criteria

Criteria	Score
a) Company Profile and Key Team Members CVs of team/individuals supported by letters or individual portfolio showcasing personal work experience	10
b) Performance Concept and Storyboard	30
c) Similar Experience (details of maximum 5 similar projects) Portfolio showcasing previous work of similar assignments with reference letters	20
d) Price	40
Total	100

8. Expression of Interest

All interested parties must register their expression of interest to participate before **12:00PM on 4th October 2020**. Only registered parties are eligible to participate in the bid. Registered parties will be provided with floorplan of the pavilion and additional information.

To register your interest please email to: **expo2020@trade.gov.mv** or submit letter to Ministry of Economic Development, Boduthakurufaanu Magu.

9. Bid Submission

All bids must be submitted at 12:30pm on 7th October 2020 to Ministry of Economic Development, Boduthakurufaanu Magu