

## **TERMS OF REFERENCE**

### **Development of Story, Key Messages and Concept Design for the Maldives Expo 2020 Dubai Pavilion.**

#### **1. Project Title**

Development of Story, Key Messages and Concept Design for the Maldives Expo 2020 Dubai Pavilion.

#### **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 Expo 2020 Dubai Pavilion is an assisted pavilion located in the Sustainability Thematic District. The pavilion is built by the Organiser and will be handed over to the Maldives Government. The Ministry of Economic Development is looking for creative agency to develop an engaging story, key messages and concept design for Maldives Expo 2020 Dubai Pavilion.

The Creative Agency is expected to work around the existing setup and layout of the assisted pavilion design and propose a concept design that compliments the setup and differentiates the Maldives Expo 2020 Dubai Pavilion from other similar assisted pavilions.

The produced story, key messages and concept design should:

- Embody the unique characteristics of the Maldives; Natural beauty, Environment, Geography, History, People, Culture, Key Industries, Sustainability etc.
- Be original and authentic, reflecting aspects of the Maldives that cannot be found elsewhere.
- Offer different levels of engagement.
- Aspire visitors to visit Maldives.

#### **4. Deliverables**

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

- a) Story and key messages for the Pavilion
- b) Concept Design
- c) Propose Print, Video, Audio and Physical objects that will be displayed.
- d) Propose interactive technology that would enhance visitor experience.
- e) Detailed Production Drawings and materials used of complimenting design elements.
- f) Physical Object Plan

Note:

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

Deliverables e) and f) will be expected after a) b) c) and d) are proposed and approved by Expo 2020 Maldives Team.

#### **5. Qualifications**

The Creative Agency must be established and registered in the Maldives with the required capacity and experience to deliver required scope of the project.

The Creative Agency should have at least 3 years' experience.

#### **6. Materials to be submitted**

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

## 7. Evaluation Criteria

Criteria	Score
a) <b>Company Profile and Key Team Members</b> CVs of team/individuals supported by letters or individual portfolio showcasing personal work experience	10
b) <b>Similar Experience</b> Portfolio showcasing previous work of similar assignments with reference letters	20
c) <b>Delivery duration</b>	5
d) <b>Methodology and work plan</b> Brief methodology on how the work will be carried out and a work plan	25
e) <b>Price</b>	40
<b>Total</b>	<b>100</b>

## 8. Expression of Interest

All interested parties must register their expression of interest to participate before 12:00PM, 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](mailto:expo2020@trade.gov.mv) or submit to Ministry of Economic Development, Boduthakurufaanu Magu.

## 9. Bid Submission

All bids must be submitted at 12:30PM on 7<sup>th</sup> of October 2020 to Ministry of Economic Development, Boduthakurufaanu Magu.