

TERMS OF REFERENCE

Development of a Website for the Maldives Expo 2020 Dubai Pavilion.

1. Project Title

Development of a Website 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

As an Official Participant of Expo 2020 Dubai, the main objective of the website is to share information about Expo 2020 Dubai and its initiatives with the general public and business community. The website should be simple, visual and minimalistic.

The website should:

- Tell the Expo 2020 Dubai Story and create interest.
- Communicate the details of Expo 2020 Dubai.
- Inform the different opportunities available at Expo 2020 Dubai.
- Create interest to visit Expo 2020 Dubai and available options.
- Communicate ways in which individuals and different sectors can participate.

- Share Expo 2020 Dubai news and updates, including those of Maldives Expo 2020 Dubai Pavilion.
- Provide resources and updates for media.
- Provide registration option for all interested parties.

4. Deliverables

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

- a) A user friendly and modern interface.
- b) Mobile device responsive.
- c) A secure and fast CMS.
- d) Easy content management without code manipulation.
- e) User manual and training for the support staff and system administrators to perform content upload, system maintenance and administration.
- f) Provide maintenance for a period of 18 months.
- g) Full source code and including any libraries.

Note:

It is a requirement to launch the website with limited key information within 14 days of award. The bidder to mention the same and date for full completion in their proposed duration and workplan.

Expo 2020 Maldives Team will provide all content including logos, text, images and videos.

Language of the content would be English.

5. Proposed Website Structure:

- DISCOVER
 - What you'll find.
 - Understanding Expo 2020
 - Programmes
- MALDIVES at EXPO 2020 DUBAI
 - Maldives Pavilion
 - Activities and Programmes
- VISIT EXPO 2020 DUBAI
 - Tickets
 - Airlines
- GET INVOLVED
 - Businesses
 - Suppliers

- WHAT'S NEW
News and Updates
- TALK TO US
- SOCIAL MEDIA LINKS (Facebook, Twitter and Instagram)

6. Qualifications

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

The firm should have at least 3 years experience.

7. Materials to be submitted

- a) 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 in the last 3 years)
- g) Delivery duration and workplan
- h) Price (including GST)

8. 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	15
b) Similar Experience Portfolio showcasing previous work of similar assignments with reference letters	25
c) Delivery duration and work plan	20
d) Price	40
Total	100

9. Bid Submission

All bids must be submitted with supporting documents on **7 October 2020** at **12:00pm** to Ministry of Economic Development (Boduthakurufaanu Magu)