HELVETAS
BANGLADESH

Terms of Reference (ToR)

OBSERVANCE OF INTERNATIONAL MIGRANTS' DAY 2026: HIRING AN EVENT MANAGEMENT FIRM FOR STALL DECORATION AT THE MIGRATION FAIR ORGANIZED BY THE MINISTRY OF EXPATRIATES' WELFARE AND OVERSEAS EMPLOYMENT (MoEWOE)

1. Background

Helvetas is a leading Swiss organization for development cooperation and humanitarian response, denominationally neutral and politically independent. As an association with a strong membership base in Switzerland, Helvetas is committed to a fairer world worldwide. In Bangladesh, Helvetas started its activities in 2000 and is currently active in large parts of the country to promote sustainable and inclusive development, resilience to climate change, safe and informed migration, and good governance.

With the objective of mitigating the negative impacts and risks related to labour migration and maximizing its benefits, Helvetas Bangladesh implements the Strengthened and Informative Migration Systems (SIMS) project, mandated by the Embassy of Switzerland in Bangladesh. The project seeks to improve the well-being of migrants and their families through safer migration practices, strengthened service delivery from both public and private actors, and greater resilience of migrants and family members through effective use of remittances.

Helvetas, in collaboration with local partner organizations, including migration-focused NGOs and a legal aid NGO, implements interventions under three outcomes: i) Enhancing information and awareness among migrants and their families; ii) Migrant workers have access to strengthened grievance and complaint mechanisms; and iii) Building greater resilience among migrants and their families through the effective use of remittances.

International Migrants Day (IMD), observed annually on 18 December, recognizes the contributions of migrants and promotes the protection of their rights through safe, orderly, and regular migration. In 2026, the SIMS project will join the Government of Bangladesh in commemorating the day. As part of the national observance, SIMS will participate in the Migration Fair organized by the Ministry of Expatriates' Welfare and Overseas Employment (MoEWOE) on 18 December 2026. Through its allocated stall (8 ft × 8 ft), SIMS will showcase its initiatives, disseminate information on safe migration, engage with stakeholders, and enhance the visibility of Helvetas' contributions to migrant protection and migration governance.

To ensure an attractive, informative, and professionally managed stall, SIMS/Helvetas Bangladesh intends to engage a qualified event management firm for stall design, decoration, and setup.

2. Specific Objectives

The overall objective of this assignment is to ensure the effective branding, visibility, and seamless execution of the **SIMS participation in the International Migrants Day (IMD) 2026 Migration Fair**, through the professional design, installation, and management of the project stall.

The specific objectives of the assignment are to:

- Establish a professionally branded and visitor-friendly SIMS presence at the International Migrants Day 2026 Migration Fair through a designed, decorated and operationalized stall within the allocated 8 ft × 8 ft space.
- Showcase key SIMS achievements and messages on safe migration through high-quality visual, digital, and interactive communication materials.
- Strengthen public awareness, stakeholder engagement, and the visibility of Helvetas Bangladesh and the SIMS project during the event.

3. Scope of Work and Deliverables

3.1 Scope of Work

The selected event management firm shall be responsible for the professional design, production, installation, operation, and dismantling of the **SIMS exhibition stall** at the International Migrants Day (IMD) 2026 Migration Fair. The scope of work shall include, but not be limited to, the following:

A. Planning and Coordination

- Participate in preparatory meetings with the SIMS team to understand the IMD concept, objectives, audience, branding requirements, and logistical expectations.
- Prepare a detailed event management plan, including timeline, task allocation, risk mitigation measures, and day-wise preparation schedule.
- Assign a dedicated focal person to coordinate with SIMS before and during the event.

B. Stall Design and Decoration

- Develop a creative stall concept and layout aligned with the theme of IMD 2026 and the branding guidelines of Helvetas and the SIMS project.
- Design, fabricate, install, and dismantle the allocated 8 ft × 8 ft stall.
- Ensure a professional, attractive, and visitor-friendly setup incorporating branding elements, visual displays, and interactive features.

C. Production of Communication and Branding Materials

- Design and produce all required branding and visibility materials, including wall graphics, standees, X-banners, photo booth backdrops, and other display materials as approved by the SIMS team.
- Produce audio-visual communications materials, including OEP case management module digital user guidelines and five (05) video case stories provided by SIMS.
  Incorporate key messages on safe migration, migrant rights, migration governance, and SIMS interventions.

D. Audio-Visual and Interactive Arrangements

- Provide and install necessary equipment for displaying project videos and other digital content.
- Set up interactive elements, including a photo booth or similar visitor-engagement feature, subject to approval by SIMS.

E. Event-Day Management

- Ensure timely installation and readiness of the stall before the opening of the Migration Fair.
- Provide on-site support throughout the event to address operational and technical requirements.

F. Dismantling and Closure

- Dismantle and remove all materials and equipment following the conclusion of the event.
- Restore the allocated space in accordance with the requirements of the fair organizers.

3.2 Working Methodology

The selected event management firm will work under the direct guidance of the SIMS team. An inception and preparatory meeting will be held immediately after contract signing to finalize the concept of events, scope, timeline, branding requirements, logistical arrangements, and deliverables mentioned in section 3.3.

3.3 Key Deliverables

Sl#	Line Items	Detailed Specification
I.	**Inception Meeting & Final Design Concept**	Participate in the inception meeting to finalise the creative design proposal with visual mock-ups (background banner, photobooth and standee) aligned with the IMD 2026 theme and SIMS objectives.
II.	**Stall Setup**	Fully decorated and branded stall (8 ft x 8 ft) with thematic and informative visual materials

III.	**Promotional and Audio-Visual Materials Development/ Production**	Design, develop and produce promotional and audio-visual communication materials, including posters, banners, standees, factsheets, photo booths, one (01) AV on OEP case management module user guidelines and five (05) short video case stories[1].
IV.	**Interactive Elements**	QR codes or digital screens (if feasible) for visitor engagement.
V.	**Timely Completion**	Stall setup completed by 17 December 2026.

4. Time Frame of the assignment

Particulars	Timeline
Contract Award	10 December 2026
Design Approval	14 December 2026
Stall Setup Completion	17 December 2026
Event Day	18 December 2026
End of Contract	23 December 2026

5. Budget and Payment Schedule

The firm shall submit a detailed financial proposal in Bangladeshi Taka/ BDT, including all applicable costs. VAT and Tax will be deducted as per government rules.

Payment will be made upon satisfactory completion and approval of deliverables, in accordance with Helvetas' procurement and finance procedures. The payment schedule may be finalized during contract negotiation based on the approved budget and deliverables.

6. Eligibility Criteria

The event management firm must meet the following requirements:

- Minimum 5 years of proven experience in event stall design and decoration for fairs, exhibitions, or similar events.
- Ability to provide a portfolio of at least three previous works demonstrating creativity and thematic alignment.
- Valid legal registration, trade license, Tax Identification Number, Business Identification Number, and updated tax return documentation.
- Must have the financial and logistical capacity to deliver the assignment within the agreed timeline and budget.

7. Evaluation Criteria

7.1 Primary Evaluation Criteria

The following criteria will be used for the preliminary evaluation of proposals by the Procurement Secretariat, with final assessment by the designated TEC:

- **Minimum 5 years of proven experience** in event stall design and decoration for fairs, exhibitions, or similar events.

[1] Timeline for producing the case-stories is context-friendly and negotiable.

- **Submission of valid and updated legal identity documents**, including registration certificate, trade license, TIN, BIN, and latest tax return documentation.

7.2 Final Evaluation Criteria

The following criteria are applicable for the evaluation of the potential firm:

Criteria	Score
Technical Proposal	**Max 70 points**
• Understanding of the assignment and adherence to the Terms of Reference	25
• Relevant professional experience in stall decoration	20
• Creativity and design concept	25
Financial Proposal	**Max 30 points**
• Clarity of the financial proposal	10
• Rationality of costs per deliverable syncing with scope of work	20
Total	**100 points**

8. Contact Person

Overall supervision will be done by the Project Director of the SIMS Project, and regular communication and coordination will be done by the Project Coordinator of the SIMS Project.

9. General Terms and Conditions

The following terms and conditions apply to the present procurement:

- HELVETAS Swiss Intercooperation reserves the right to accept or reject any applications without giving any verbal and/or written rationale.
- All reports and documents prepared in relation to the assignment will be treated as HELVETAS Swiss Intercooperation Bangladesh property.
- The reports/documents or any part, therefore, cannot be sold, used, and reproduced in any manner without prior written approval of HELVETAS Swiss Intercooperation Bangladesh.
- The selected consultant shall implement the work in close coordination with the focal person of
- HELVETAS Swiss Intercooperation. The consultant shall inform the focal person of the schedule and programme of the assignment and shall only perform the assigned tasks upon approval of the focal person.
- HEVETAS Swiss Intercooperation Bangladesh or its representatives reserve the right to monitor the quality and progress of the work during the assignment.
- The consultant shall be paid upon successful completion of the assignment, or after successful completion of individual tasks, if so, agreed in the agreement.

10. Submission Requirements and Process

10.1 Proposal Submission Requirements

The interested eligible firm shall submit its proposal in the following format and components:

A. Cover Letter

A one-page cover letter duly signed by the authorized representative of the firm, indicating interest in the assignment, total proposed cost, and confirmation of the validity of the offer for at least 90 days.

B. Technical Proposal

The technical proposal shall not exceed seven (7) pages and shall be structured to include the following sections:

- Brief profile of the firm mentioning years of experience, core services, staffing structure, relevant in-house capacity and a list of similar assignments with international organisations and NGOs in the last 2 years.

- Understanding of the assignment and proposed approach for planning and executing the podcast series.
- Proposed methodology for completion of the assignment, including a time-bound work plan;
- Proposed team composition with qualified personnel and their roles and responsibilities.

C. Financial Proposal

Maximum 2 pages, presented in Bangladeshi Taka/ BDT, as a fixed-amount budget against the line items under the Key Deliverables section. The proposal shall clearly indicate:

- Unit cost, quantity, and total cost for each budget line;
- Professional fees
- VAT and Tax implications;
- Preferred payment modality.

10.2 Required Documentation as Annex

The firm must submit the following documents:

- Updated company profile;
- CVs or short profiles of key personnel proposed for the assignment;
- Portfolio or samples of similar assignments;
- Two (02) Client References with contact details and brief description of assignments.
- Copy of valid trade license;
- Copy of Tax Identification Number (TIN) certificate;
- Copy of Business Identification Number (BIN) certificate, if applicable;
- Proof of latest tax return submission;
- VAT registration certificate, if applicable;
- Bank account details or bank solvency certificate

10.3 Application Process

The Technical and financial proposals must be submitted online through the Helvetas Procurement Portal at: **https://www.procurement.helvetasbd.org/circulardetails?id=1042** The deadline for application is 30 November 2026, at 05:00 pm Bangladesh time. No late and/or hard copy submissions will be accepted.

Dhaka, 11 November 2026

For HELVETAS Swiss Intercooperation

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