



หอการค้าไทย
THE THAI CHAMBER OF COMMERCE

สภาการค้าแห่งประเทศไทย
BOARD OF TRADE OF THAILAND



Notification of the Thai Chamber of Commerce

No. 016 /2025

Topic: Invitation for bidding Construction of Thailand Pavilion at GULFOOD 2026

The Thai Chamber of Commerce intends to bid for a company to organize the Thailand Pavilion at the GULFOOD 2026 between 26th – 30th January 2026, at Dubai World Trade Centre (DWTC) and Dubai Exhibition Centre (DEC), Dubai, United Arab Emirates, by bidding method. The details of specifications, conditions and qualifications of bidders are as follows:

Qualifications of bidders:

1. Having legal capacity
2. Not being a bankrupt person
3. Not being in the process of dissolution
4. Not the person who is being temporary freeze to proposing the offer or making the contract with the government because his/her entity name appeared on the records posted on the information network system of the Comptroller's General's Department as disqualified enterprises.
5. Not being a person whose name has been listed as the work abandoner and has been circulated as the work abandoner of a government agency in the information network system of the Comptroller General's Department. This includes legal entities where the work abandoner is the managing partner, managing director, executive, authorized person to operate the business of such juristic person.
6. Being a juristic person who has a career as a contractor for such bidding.
7. Complete the requirement and does not have the prohibited nature as the Government Procurement and Supplies Management act stated.
8. Not being a mutual beneficiary with other bidders who submitted bids to the Thai Chamber of Commerce on the bid notification date or not act to obstruct the fair price competition in this tender.
9. Neither being granted privileges nor protection which may refuse to appear in Thai courts unless the government of the bidder has ordered the waiver of such privileges and protection.
10. The bidder must have policies and approaches to prevent corruption in the procurement.



11. The bidder must be a juristic person who is legally registered for the purpose of providing services, administration, consultation, advice, being the owner of the structure, construction services, decorating the exhibition, and implementing projects related to trade fairs, exhibitions, theatrical performances, entertainment performances, conferences, academic seminar, all kinds of related businesses as well as laying out the structure, design and decoration, etc., certified by the Department of Trade Registration, Ministry of Commerce.
12. The bidder must have experience and expertise in construction, structuring, booth decoration and design.
13. The bid price includes VAT and the contractor will be deducted withholding tax.
14. The lowest price or the maximum benefit that the Thai Chamber of Commerce will receive must be offered.
15. The bidder must have work experience or experience in construction, structuring, booth decoration and design.
16. The bidder must present technical proposals and project implementation procedures according to the Term of Reference (TOR) on **15th December, 2025** (45 minutes each). The Thai Chamber of Commerce will not consider technical proposals from bidders who fail to present the work by the date specified by the Thai Chamber of Commerce.
- 17. The bidder must submit tender to the Thai Chamber of Commerce by 12nd December, 2025 at 3:00 PM at the Thai Chamber of Commerce.**

Those interested can see the details on the website www.thaichamber.org/document or ask for more information at Exhibition and Business Matching Department via email tccfairbiz@thaichamber.org or calling 02-018-6888 ext. 2060 during business days and hours.

Notified on 3 December 2025

(Mr. Tawatchai Settachinda)

Secretary General



TERM OF REFERENCE AND GENERAL REQUIREMENTS
FOR THAILAND PAVILION

FAIR : GULFOOD 2026
DATE : 26th – 30th January 2026
VENUE : Dubai World Trade Centre (DWTC) and Dubai Exhibition Centre (DEC),
Dubai, United Arab Emirates

1. Space and Location

To Construct exhibition booths in 5 Separate Halls / with a total area of 1,546 sqm:

1.1 Dubai Exhibition Centre (DEC)

1.1.1 World Food located at **North Halls 1-2 (National Pavilion)**

- a. 942 sqm.
- b. 120 Booths for Exhibitors
- c. One Decoration Booth for Department of International Trade Promotion (DITP)
- d. Suitable and Functionable Storage Room

1.1.2 Pulses, Grains & Cereals located at **North Hall 3-11**

- a. 132 sqm.
- b. 17 Booths for Exhibitors
- c. One Decoration Booth for Department of International Trade Promotion (DITP)
- d. Suitable and Functionable Storage Room

1.1.3 Gulfood Green located at **North Hall 12**

- a. 60 sqm.
- b. 7 Booths for Exhibitors
- c. One Decoration Booth for Department of International Trade Promotion (DITP)
- d. Suitable and Functionable Storage Room

1.2 Dubai World Trade Centre (DWTC)

1.2.1 **Beverage** located at **Za'abeell Hall 4-6**

- a. 300 sqm.
- b. 39 Booths for Exhibitors
- c. One Decoration Booth for Department of International Trade Promotion (DITP)
- d. Suitable and Functionable Storage Room

1.2.2 **Meat & Poultry** located at **Sheikh Saeed Hall**

- a. 52 sqm.
- b. 4 Booths for Exhibitors
- c. One Decoration Booth for Department of International Trade Promotion (DITP)
- d. Suitable and Functionable Storage Room

2. Concept & Key Visual

2.1 Concept

The concept for the design of the Thailand Pavilion is “Kitchen of the World”

[font: copperplate gothic] as the Key Visual

2.2 Key Visual

Key Visual can be viewed on the website: <https://thaifex-anuga.com>

Please note that despite the key visual requirement, the contractor is encouraged to offer any new creative and original design with an aim to improve and upgrade the overall look of the Thailand Pavilion. It should, however, still incorporate some elements of the Key Visual so that visitors can relate to food shows from Thailand.

3. Scope of Work

The contractor must produce the following jobs:

3.1. Design, Construction, Decoration, and Dismantling of Thailand Pavilion at Dubai Exhibition Centre (DEC) and Dubai World Trade Centre (DWTC). Details of the space area and location of the Thailand pavilion are specified in clause 1.

3.2. Prepare graphic designs for the Thailand Pavilion’s advertisement campaign. However, the contractor must coordinate with the Thai Trade Center in Dubai and the Thai Chamber of Commerce, as well as Department of International Trade Promotion (DITP).

4. General requirement of Thailand Pavilion

4.1. The total number of exhibitors at the Thailand Pavilion is 188 exhibitors and the Thailand Pavilion should be divided into:

4.1.1. 5 DITP Decoration Booths at Dubai Exhibition Centre and Dubai World Trade Centre

4.1.2. 188 Individual Booths at Dubai Exhibition Centre and Dubai World Trade Centre

4.1.3. 5 Suitable and Functionable Storage Rooms with Facilities at Dubai Exhibition Centre and Dubai World Trade Centre

Remark: The space layout and allocation of stands shall be subject to adjustment according to future alteration e.g. inappropriate position or allocation of space, cancellation of participation of co-exhibitors, etc; and there shall be no additional costs charged consequently.

4.2. Mandatory requirements regarding the construction design of the Thailand Pavilion are as follow details:

4.2.1. Exhibitor Booth

- a. Name of the exhibitor company with booth number displayed as lightbox at the booth.
- b. Exhibitors' Advertising Poster Template at Back Wall. Printing only. Artwork / data has to be arranged by Exhibitors. Size minimum 2.0Wx2.0L m.
- c. 1 Custom made glass display counter with lockable door to be all in one for either product display or cooking demonstration purposes.
- d. 1 Lockable Cupboard
- e. 3 Shelves
- f. 1 Round Table
- g. 3 Chairs
- h. 1 Bin
- i. 1 Electricity Outlet
- j. 4 Spotlights
- k. All Booths must have minimum 10 cm. raised up floors with LED indirect lighting all around.

4.2.2. DITP Booth – North Halls 1-2, Dubai Exhibition Centre (World Food):

- a. DITP & TCC Logo and full name clearly on display at DITP Booth
- b. The one wall of DITP booth must be a list of names of all Thai exhibitors in their respective stands with the map of all Thai exhibitors.

- c. There must be a suitable and functionable storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and microwave.
- d. 2 Counters with Lockable Cupboards. (This counter must be big enough to accommodate 2 people standing behind it)
- e. 4 Electricity Outlets
- f. 1 Shelves
- g. 1 Round Table
- h. 2 Chairs
- i. 1 Bin
- j. 7 Spotlights
- k. 4 Stool bars
- l. 1 Flat Screen TV (50 inches or above) with the ability to show video clips from thump drives.
- m. Booths must have minimum 10 cm. raised up floors with laminated finish.

4.2.3. DITP Booth – North Halls 3-11, Dubai Exhibition Centre (Pulses, Grains & Cereals):

- a. DITP & TCC Logo and full name clearly on display at DITP Booth.
- b. The one wall of DITP Booth must be a list of names of all Thai exhibitors in their respective stands. With the map of all Thai exhibitors.
- c. There must be a suitable and functionable storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and microwave.
- d. 1 Counter with a Lockable Cupboard
- e. 1 Electricity outlet
- f. 1 Round Table
- g. 2 Chairs
- h. 1 Bin
- i. 3 Spotlights
- j. 1 Stool Bars
- k. 1 Flat Screen TV (50 inches or above) with the ability to show video clips from thump drives
- l. Booths must have minimum 10 cm. raised up floors with laminated finish.

4.2.4. DITP Booth – North Hall 12, Dubai Exhibition Centre (Gulfood Green):

- a. DITP & TCC Logo and full name clearly on display at DITP Booth.
- b. The one wall of DITP booth must be a list of names of all Thai exhibitors in their respective halls with the map of all Thai exhibitors.

- c. There must be a suitable and functionable storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and microwave.
- d. 1 Counter with Lockable Cupboard. This counter must be big enough to accommodate 2 people standing behind it.
- e. 4 Electricity Outlets
- f. 2 Shelves
- g. 1 Round Table
- h. 2 Chairs
- i. 1 Bin
- j. 7 Spotlights
- k. 2 Stool Bar
- l. 1 Flat Screen TV (50 inches or above) with the ability to show video clips from thump drives
- m. Booths must have minimum 10 cm. raised up floors with laminated finish.

4.2.5. DITP Booth – Za’abeel Halls 4-6, Dubai World Trade Centre (Beverage):

- a. DITP & TCC Logo and full name clearly on display at DITP Booth.
- b. The one wall of DITP Booth must be a list of names of all Thai exhibitors in their respective stands. With the map of all Thai exhibitors.
- c. There must be a suitable and functionable storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and microwave.
- d. 1 Counter with Lockable Cupboards. (This counter must be big enough to accommodate 2 people standing behind it.)
- e. 4 Electricity Outlets
- f. 1 Shelves
- g. 1 Round Table
- h. 2 Chairs
- i. 1 Bin
- j. 7 Spotlights
- k. 2 Stool Bars
- l. 1 Flat Screen TV (50 inches or above) with the ability to show video clips from thump drives
- m. Booths must have minimum 10 cm. raised up floors with laminated finish.

4.2.6. DITP Booth – Sheikh Saeed Halls, Dubai World Trade Centre (Meat & Poultry):

- a. DITP & TCC Logo and full name clearly on display at DITP booth.
- b. The one wall of DITP booth must be a list of names of all Thai exhibitors in their respective stands with the map of all Thai exhibitors.
- c. There must be a suitable and functional storage room within DITP booth. In the storage area should include, a refrigerator, drinking water dispenser, drinking water in a container, and microwave.
- d. 1 Counter with Lockable Cupboards. (This counter must be big enough to accommodate 2 people standing behind it.)
- e. 4 Electricity Outlets
- f. 1 Shelves
- g. 1 Round Table
- h. 2 Chairs
- i. 1 Bin
- j. 7 Spotlights
- k. 2 Stool bars
- l. 1 Flat screen TV (50 inches or above) with the ability to show video clips from thump drives
- m. Booths must have minimum 10 cm. raised up floors with laminated finish

4.3. Overall Image of Thailand Pavilion are as follow details:

- 4.3.1.** There should be a “THAILAND” lightbox sign on the top of the constructed areas which can be seen from all direction.
- 4.3.2.** LED lighting or LED screen should be incorporated into THAILAND Pavilion design in order to modernize country image.
- 4.3.3.** The layout allocation and utilization of stand space may be subject to adjust appropriately in the future to maximize benefits, for instance, in cases of inappropriate positioning or cancellation of participation by co-exhibitors. Consequently, no additional costs shall be charged as a result of these adjustments.

5. Services and Facilitation

Contacting DITP - the Thai Trade Center in Dubai and the Thai Chamber of Commerce or the responsible person:

After being awarded, the contractor must immediately and directly contact the Thai Trade Center in Dubai and the Thai Chamber of Commerce or the responsible person to acquire necessary data and information for the relevant preparation and the construction of the Thailand Pavilion as well as for designing fair advertisements and the video presentation.

Furthermore, it must immediately and directly contact all Thai co-exhibitors to ask for their special display requirements and to obtain the necessary information (such as pictures and company information) for preparing the video presentation.

6. On-site Services

The contractor must provide daily cleaning of the Thailand Pavilion areas, daily carpet vacuuming, electrical services, technicians for any technical problems or defect of devices, waste disposal service for the whole area during setup, fair and dismantling periods including but not limited to the products packaging, carton boxes, unwanted display products, pallet etc. from all Thai co-exhibitors and any necessary helps as requested.

At least 3 site coordinators, who can speak at least English, must be available daily on site during the fair period and easily reachable at least via phone call with local number or other means of connection. Being able to speak Thai or English or both will be more advantageous. The contact of the site coordinators shall be provided to DITP.

7. After Services

Any left-over fair leaflets, documents, displays, product samples etc. as demanded by DITP Dubai or DITP staffs on site must be delivered to the DITP office in Dubai (transported into the office) by the contractor. The contractor must use a proper transport truck with adequate space for the transported subjects and enough staff. The transport and delivery costs must be adsorbed by the contractor.

8. Budget

The total budget is 20,716,400 THB, consisting of Design, Construction, Decoration and Dismantling of Thailand Pavilion at Dubai Exhibition Centre (DEC) and Dubai World Trade Centre (DWTC).

9. Operation Period

December 2025 – January 2026

10. Completion Time and Handover of Work

The contractor must complete as follows:

The design construction and decoration of the Thailand Pavilion must be completed at least 1 day before the fair begins and completely dismantled Thailand Pavilion, after ending of the fair and within the period according to the organizer's regulation.

11. The Bidder's Requirements

- 11.1 Having legal capacity
- 11.2 Not being a bankrupt person
- 11.3 Not being in the process of dissolution
- 11.4 Not the person who is temporarily frozen from proposing the offer or making the contract with the government because his/her entity name appeared on the records posted on the information network system of the Comptroller's General's Department as disqualified enterprises.
- 11.5 Not being a person, whose name has been listed as the work abandoner and has been circulated as the work abandoner of a government agency in the information network system of the Comptroller General's Department. This includes legal entities where the work abandoner is the managing partner, managing director, executive, or authorized person to operate the business of such juristic person.
- 11.6 Being a juristic person who has a career as a contractor for such bidding
- 11.7 Complete the requirement and do not have the prohibited nature as the Government Procurement and Supplies Management Act stated.
- 11.8 Not being a mutual beneficiary with other bidders who submitted bids to the Thai Chamber of Commerce on the bid notification date or not acting to obstruct the fair price competition in this TOR.
- 11.9 Neither being granted privileges nor protection, may refuse to appear in Thai courts unless the government of the bidder has ordered the waiver of such privileges and protection.
- 11.10 The bidder must have policies and approaches to prevent corruption in the procurement.

- 11.11 The bidder must be a juristic person who is legally registered to provide services, administration, consultation, advice, being the owner of the structure, construction services, decorating the exhibition, and implementing projects related to trade fairs, exhibitions, theatrical performances, entertainment performances, conferences, academic seminar, all kinds of related businesses as well as laying out the structure, design, and decoration, etc., certified by the Department of Trade Registration, Ministry of Commerce.
- 11.12 The bidder must have experience and expertise in construction, structuring, booth decoration, and design.
- 11.13 The bid price includes VAT and the contractor will be deducted withholding tax.
- 11.14 The lowest price is not the most considerably concerned.
- 11.15 One of the most important factors for awarding the contractor is the appropriate allocation of space for Thailand Pavilion. The proposed design should therefore utilize the available space as optimally as possible. Moreover, the contractor must take into consideration any existing obstacles on Thailand Pavilion space such as columns/pillars, form, or shape of the space etc. It shall suitably design and allocate the space to overcome or make the best of all the existing obstacles, optimize the space allocation as well as create appropriate partitions
- 11.16 The bidder must have work experience or experience in construction, structuring, booth decoration, and design.

12. Payment

12.1 The price should be inclusive of:

- 12.1.1 Costs of Design, Construction, Fabrication, Production of Printing, Installation, and Dismantling
- 12.1.2 Furniture, Manpower, Area Clean up, Waste Disposal Service for Setup, Fair, and Dismantling Period
- 12.1.3 Photo and Video Production
- 12.1.4 Traveling Costs, and Required Badges for the Contractor and its Site Coordinators.
- 12.1.5 Coordinating Costs with DITP and all Thai Co-exhibitors and All other Costs to fulfil the Requirements in this TOR

12.2 Deposit Guarantee

The contractor shall provide a deposit guarantee equal to 10% of the total bid amount (Cash, Cashier's Check valid within 3 business days from the date of issuance, or a letter of guarantee, etc.) during the period of signing the contracts.

12.3 Payment shall be made in 2 instalments as follows:

1st Instalment : the 30% payment shall be made after submission and completion of the final design of the Thailand Pavilion is submitted to and approved by the Thai Trade Center in Dubai and the Thai Chamber of Commerce or DITP within the deadline.

2nd Instalment : the 70% payment shall be made within 2 weeks after the ending of the fair after all required works in the TOR are completely fulfilled.

12.4 VAT must be included (Please reconfirm with the accounting section).

In case that the payment is made to outside Thailand, the money transaction fee must be included. The Thai Chamber of Commerce and DITP shall not pay any transaction fees occurred.

12.5 Contract Breach and Penalties

Upon the occurrence of the following events, the contractor shall be liable for a payable penalty. However, if any delay or default is caused by unforeseen circumstances beyond the contractor's reasonable control including, but not limited to, a natural disaster, an epidemic, a pandemic, a war, political factors, or a change in law or regulations, the contractor shall be excused from any financial obligations.

12.5.1 If the contractor does not operate or provide services as agreed upon, the contractor shall be liable for a payable penalty in the amount equal to the paid hiring price.

12.5.2 If the contract is terminated by reason of any cause beyond reasonable control, including, but not limited to, a natural disaster, an epidemic, a pandemic, a war, political factors, or a change in government regulations, the employer (DITP) shall assume the incurred expenses and provide documents following the Thai Government Procurement and Supplies Management Act B.E. 2560 to the contractor. In the event of any conflict between this Amendment (or any portion thereof) and any other existing agreement, the terms of this Amendment shall prevail, unless otherwise agreed in writing signed by the parties

13. Decision of the Board

13.1 The mainly considered aspects for awarding the tender are concept and design 30%, allocation and function 50%, and reasonable price 20%.

13.2 The judgment of the board is considered final. The participants of the tender have no claims to ask for any explanation or declaration of any reasons for judgment.

14. Example of Some Graphics and Pictures of the Thailand Pavilion

14.1 DITP Logo:

There are many DITP Logo Styles, e.g. 3-color style (as shown below), single white style, single black style, etc. The proper logo style corresponding to your proposed design can be chosen and used.

DITP Logo (3-color style):

The colour application of the DITP Logo is Blue and Red e.g.

- Blue: PMS 661C C100 M84 Y5 K0
- Red: PMS 200C C18 M100 Y87 K9



14.2 The Thai Chamber of Commerce Logo:



14.3 THAILAND Graphics:

THAILAND

14.4 THAILAND Graphics:

