

## TÉRMINOS DE REFERENCIA

### SERVICIO DE ALQUILER DE STAND FERIA CHINA FISHERIES & SEAFOOD EXPO 2023

#### 1. DEPENDENCIA QUE REQUIERE EL SERVICIO

Departamento de Productos Pesqueros – Subdirección de Promoción Comercial

#### 2. OBJETO DE LA CONTRATACIÓN

Servicio de Alquiler de Stand Feria China Fisheries & Seafood Expo 2023.

#### 3. FINALIDAD PÚBLICA

La presente contratación tiene por finalidad promover nuevos negocios, para los productos de la pesca peruana en el mercado asiático en general y el chino en particular.

#### 4. VINCULACIÓN CON EL PLAN OPERATIVO INSTITUCIONAL:

**Centro de costo:** Subdirección de Promoción Comercial – Departamento de Productos Pesqueros

**APEX:** N°0258.2023 – China Fisheries & Seafood Expo

#### 5. ANTECEDENTES

La feria **China Fisheries & Seafood Expo** es el evento comercial especializado en el sector pesquero más importante en el continente asiático, se desarrolla en la ciudad de Qingdao, donde tiene lugar gran parte del procesamiento de productos pesqueros con materia prima proveniente del Perú. Esta plataforma comercial reúne anualmente a más de 30.000 profesionales provenientes de 88 diferentes países, tales como China, Japón, Corea del Sur, Tailandia, Malasia, Filipinas, entre otros.

En resumen, se trata de la cita anual más relevante del mundo pesquero en el Asia. De acuerdo con la información proporcionada por los organizadores del evento, más del 80 por ciento de los expositores retornan anualmente para concretar negocios y desarrollar nuevos productos.

El evento es organizado desde sus inicios por SEA FARE EXPOSITIONS, contó en el año 2019 (pre pandemia) con la participación de más de 33 mil visitantes y 1,545 expositores de 53 países tales como Perú, Japón, Corea del Sur, Rusia, Nueva Zelanda, Ecuador, Argentina y Taiwán; destacándose compradores de países como China, Chile, Canadá, Corea del Sur, y Rusia.

Los funcionarios de la ciudad de Qingdao anunciaron la prohibición de reuniones masivas como ferias comerciales. Además, las políticas de cuarentena y control de la pandemia restringieron los viajes dentro del país entre las ciudades chinas, para reducir el riesgo de transmisión del virus. Por esta razón, los organizadores de la China Fisheries & Seafood Expo tomaron la decisión final de posponer la 26th edición de la feria hasta octubre del 2023, en el mejor interés de los expositores y visitantes.

PROMPERU ha organizado la participación de empresas en este evento en más de quince ocasiones, obteniendo resultados auspiciosos y logrando posicionar la imagen del Perú en el Asia como país proveedor de productos pesqueros de calidad.

Esta feria es empleada como una herramienta estratégica de promoción comercial en el mercado asiático y busca alcanzar nuevamente los niveles de audiencia que disminuyeron a causa de la pandemia y continuar siendo el evento de más grande impacto en el sector y posicionada durante muchos años en un país central como China.

#### 6. OBJETIVOS DE LA CONTRATACIÓN

El objetivo de esta contratación es promover nuevos negocios, para los productos de la pesca y acuicultura peruana en el mercado asiático en general y el chino en particular. La meta es



lograr la participación de 16 empresas peruanas como exhibidores en la feria, con un alcance en expectativas de negocios por USD 40 millones, impulsando el desarrollo del comercio de otros productos de alta demanda y con mayor valor, como los langostinos, derivados de pota, ovas de pez volador, entre otros.

## 7. ALCANCE Y DESCRIPCIÓN DE LOS SERVICIOS A CONTRATAR

De acuerdo a las condiciones establecidas en el Anexo N° 1 – Contrata de Adhesión

Nº ITEM	Descripción	Cantidad
1	SERVICIO DE ALQUILER DE STAND PARA LA FERIA CHINA FISHERIES & SEAFOOD EXPO 2023	1

### DATOS DEL EVENTO

- Nombre del evento: Feria China Fisheries & Seafood Expo
- Ámbito: Internacional
- Fecha: 25 - 27 de octubre de 2023
- Lugar de Celebración: Qingdao – República Popular China

#### 7.1 LUGAR Y PLAZO DE PRESTACIÓN DEL SERVICIO

La feria se realizará en la ciudad de Qingdao – República Popular China, del 25 al 27 de octubre del 2023.

#### 7.2 FORMA DE PAGO

El pago deberá realizarse por anticipado al 100%, al recibir la factura y hasta el 15 de julio de 2023, por transferencia bancaria y en moneda extranjera (dólares americanos) a la cuenta del proveedor, para asegurar el área indicada.

Asimismo, el proveedor enviará su comprobante de pago a la dirección de correo electrónico [comprobantepago@promperu.gob.pe](mailto:comprobantepago@promperu.gob.pe) indicando en el asunto el número de la Orden de Servicio conteniendo los siguientes datos:

Nombre: PROMPERÚ

RUC: 20307167442

Dirección: Calle Uno Oeste N° 50, Edificio MINCETUR, Piso 14, Urb. Córpac, San Isidro, Lima

N° de orden de servicio:

En caso cuente con su comprobante de pago Electrónico debe de enviar el documento a la dirección de correo electrónico [comprobantepago@promperu.gob.pe](mailto:comprobantepago@promperu.gob.pe) y [sramirez@promperu.gob.pe](mailto:sramirez@promperu.gob.pe) indicando en el asunto el número de la orden de servicio.

#### 7.3 CONFORMIDAD DEL SERVICIO:

La conformidad del servicio estará a cargo del Departamento de Productos Pesqueros y la Subdirección de Promoción Comercial.

#### 7.4 OTRAS DISPOSICIONES

Se establece que los términos de referencia se elaboraron en congruencia con el contrato de adhesión.

Se adjunta Anexo:

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FIRMA Y SELLO  
(Área Usuaría)



## APPLICATION & CONTRACT FOR EXHIBIT SPACE

HONGDAO INTERNATIONAL CONVENTION AND EXHIBITION CENTER  
QINGDAO, CHINA OCT. 25-27, 2023



Company	PROMPERU		
Mailing/Address	Calle Uno Oeste N° 50, San Isidro		
City	Lima	State/Province	Lima
Postal/Zip Code	15036	Country	Perú
Telephone: Country Code (51)	City Code (1)	Mobile Number: Country Code ( )	City Code ( )
E-mail	elava@promperu.gob.pe		
Primary Contact for Exhibit	Mr. Elmer Lava	Website	www.promperu.gob.pe
		WeChat ID	
What do you plan to exhibit? (Please list your product or service)	Seafood / National Pavilion - Peru		
Booth Number Selection:	1st Choice B7-0107	2nd Choice	3rd Choice

**\*\*Please Note: Exhibitors booking less than 36m2 of Raw Space will be limited to the following heights\*\***

9m2—2.5m    12m2—3m    18m2—3.5m    24m2—3.5m    27m2—4m

☐ Please use above information for CFSE publication materials

☐ Please use past year's information for CFSE publication materials

### REQUIREMENT COST

<input checked="" type="checkbox"/> RAW SPACE (US\$435/m2)	180	m2 x \$435 =	78,300
<input type="checkbox"/> READY-TO-EXHIBIT PACKAGE (US\$485/m2)		m2 x \$485 =	
<small>(Includes carpeting, one back and two side hard walls, one 5 amp/220v electrical outlet, wastebasket, two spotlights, one table, two chairs, company identification sign, and four exhibitor badges per 9m2.)</small>			
<input checked="" type="checkbox"/> CORNER CHARGE (US\$475/corner) # of Corners	4	x \$475 =	1,900
<input type="checkbox"/> 2 STORY BOOTHS (US\$125/m2)		m2 x \$125 =	
<input type="checkbox"/> CO-EXHIBITOR PRICE			
Co-exhibitor Fee* (US\$400) # of Companies		x US\$400 =	
<small>*Co-exhibitor fee for those exhibitors who wish to have more than one company per 9m2 of stand space. Price includes one additional listing in the Show Directory, Fascia Sign and four additional Exhibitor Badges. Please include contact information of company along with contact name, address, and phone.</small>			

### TOTAL DUE

RAW SPACE	Total \$	78,300
READY-TO-EXHIBIT PACKAGE	Total \$	
CORNER CHARGE (if applicable)	Total \$	1,900
2 STORY BOOTHS (if applicable)	Total \$	
CO-EXHIBITOR FEE (if applicable)	Total \$	
BANK WIRE CHARGES (if applicable)	Total \$	\$45.00
Total Amount Due (US\$)		80,245.00

### EXHIBIT SPACE PAYMENT SCHEDULE

1. 50% due with Contract

2. Remaining balance due on July 15th, 2023

ALL PAYMENTS MUST BE MADE IN US DOLLARS ONLY.

☐ I have read and understand all applicable rules and regulations.

PRINTED NAME: Sabina Milagros Olguín Galarza

EXHIBITOR'S AUTHORIZED SIGNATURE:

DATE:

This application is made in accordance with the conditions, rules and regulations included with this form. A deposit of 50% of exhibit space in U.S. funds is due upon receipt of invoice. THE REMAINING BALANCE IS DUE JULY 15, 2023. APPLICATIONS SUBMITTED AFTER JULY 15, 2023 MUST BE ACCOMPANIED BY PAYMENT IN FULL.

Prior to August 15, 2023 cancellations of all or a portion of exhibit space ordered are subject to a fee equal to 25% of the value of exhibit space originally contracted. ALL CANCELLATIONS MUST BE RECEIVED IN WRITING. No refunds will be made for booth cancellations made after August 15, 2023.

### PAYMENT METHOD

☐ Check or Money Order:  
Drawn on USA Banks only in US Dollars.  
Please include Booth # on the check.  
Made payable to: Sea Fare Expositions, Inc.

Mail to: Sea Fare Expositions, Inc.  
5350 30th Ave NW, Suite D  
Seattle, WA 98107, U.S.A.  
Tel: (206) 789-5741

☐ Wire Transfer Information:  
Bank of America  
2010 NW Market Street, Seattle, WA 98107  
ABA/Routing Number: 0260-0959-3  
Swift Code: BOFAUS3N  
Acct #: 18576405  
Beneficiary: Sea Fare Expositions, Inc.  
Important: Exhibiting company's name and booth number must appear in the wire transfer reference. All wire transfer fees are the responsibility of the exhibitor.





## RULES AND REGULATIONS

**PAYMENTS AND REFUNDS:** The payment schedule of the total space rental is as follows: 50% due with the application; complete balance due by July 15th, 2023. Applications submitted after July 15th, 2023 must be accompanied by payment in full for the space rental charge. Applications received without payments will not be processed nor will space assignment be made. Cancellations received before August 15th, 2023 will receive a refund of monies paid, less 25% of the value of the original booth order. All requests for refund must be received in writing.

**NO REFUNDS WILL BE MADE AFTER AUGUST 15th, 2023.** Sea Fare Expositions, Inc. reserves the right to terminate this contract and to withhold from the exhibitor possession of the exhibit space if (a) the exhibitor fails to pay all space rental charges by July 15th, 2023, or (b) the exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Rules & Regulations. If for any reason, other than emergency conditions, the China Fisheries & Seafood Expo is not held, the rental and lease of space to the exhibitor shall be terminated. In such case, the limit claim for compensation and/or damage by the exhibitor shall be the return of 100% of the amount of the already-paid-for space for the China Fisheries and Seafood Expo.

Any exhibitor failing to occupy exhibit space by 10:00 a.m. October 26th, 2023 which was contracted for but not canceled is obligated to pay the full cost of the space. In that event, Sea Fare Expositions, Inc. assumes no responsibility for having included the name of the canceled exhibitor or descriptions of his products in the show directory, brochures, press releases or other materials concerning the show. Each exhibitor must apply for his own space and no exhibitor will be permitted to assign any part of his space to another firm without written authorization from show management.

**SHIPPING INSTRUCTIONS:** All non-perishable shipments should be sent via the designated freight forwarder. The address will be provided in the online Exhibitor Manual.

**EXHIBIT INSTALLATION AND DISMANTLING:** All exhibits must be completed and in place one hour prior to the opening of the exposition October 26th, 2023. No exhibitor may commence the dismantling of his exhibit until the show closes at 3:00 p.m. October 28th, 2023. Exhibitors agree to comply with the move-in/move-out schedule provided by show management.

**SHOW HOURS:** The exact show hours will be provided to each exhibitor in ample time to schedule personnel.

**OFFICIAL SERVICES CONTRACTOR:** An official services contractor for the China Fisheries & Seafood Expo has been appointed and is in total charge of the exhibit area production.

**EXHIBITOR'S INFORMATION AND SERVICE MANUAL:** To develop your booth color scheme, layout, furniture requirements, etc., exhibitors should read the exhibitor's service manual, which will be available online on or after June 1, 2023.

**NATURE OF EXHIBITS:** All exhibits must be designed, constructed, and operated in good taste and in accordance with the best interests of the China Fisheries & Seafood Expo. No exhibitor shall construct any display or signs higher than 8 feet unless exhibitor has received written permission from show management. It is understood that exhibitors will contract for and pay for all their own utility services required for the show. Show management reserves the right to restrict the use of glaring lights or objectionable lighting or sound effects. No exhibits shall be permitted to interfere with the use of other exhibits or impede the free use of the aisle. All sales, publicity and promotional activities conducted by the exhibitor must be confined to his leased or rented space. Sea Fare Expositions, Inc. will prohibit the installation and operation of any exhibits not meeting its approval and in its sole discretion may prohibit the conduct of any activity whatsoever which it deems deleterious and not in the best interest of the China Fisheries & Seafood Expo.

**EXHIBITOR'S RESPONSIBILITIES:** Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the China Fisheries & Seafood Expo. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor space, materials and options are concerned. Show management will endeavor to follow the application of subject laws, ordinances and regulations. Booth decorations including carpeting must be flame retardant, all hangings must clear the floor and exhibits must conform to the City of Qingdao Fire Code. Electrical wiring must conform with the City of Qingdao Electrical Code. If inspection indicates any exhibitor has failed to comply with these regulations or otherwise incurs a fire hazard, the right is reserved to cancel all of that part of his exhibit which may be irregular, and effect the removal of same at the exhibitor's expense. Use of anything of a hazardous nature such as open flame is prohibited. Exhibiting companies may distribute their products in their booths in sample sizes. Food samples must conform to applicable health regulations of the City of Qingdao. Portions must be of tasting size only; solid food should be no larger than bite size.

**DISPOSITION OF FOOD SAMPLES:** All food samples which are shipped to the China Fisheries & Seafood Expo will be destroyed immediately following the show as required by the applicable customs regulations. Food samples may not be returned to the country of origin.

**SECURITY:** Watchmen will be provided all hours during occupancy of the exhibit space, but Sea Fare Expositions, Inc., and its agents shall not be responsible for loss or damages of any exhibit or part thereof by fire, water, accident, theft, or for injuries to exhibitor or his representatives. Exhibits and equipment are brought into the building at the exhibitor's risk. Exhibitor should arrange for his/her own insurance coverage. The exhibitor shall hold Sea Fare Expositions, Inc. and its agents harmless against liability resulting from negligence on the part of the exhibitor, and shall reimburse Sea Fare Expositions, Inc. for any loss incurred by reason of such negligence. Representatives of exhibiting companies will not be permitted to enter the exhibit area earlier than one hour before the scheduled opening time each day of the show. Also exhibitor's representatives will not be permitted to remain in the exposition hall after the closing hour each night with the exception of the final night. Special arrangements may be made with Sea Fare Expositions, Inc. should exhibitors require more time in their booths before or after exhibit hours.

**EXHIBITOR BADGES:** Exhibitor representatives will receive non-transferable badges by show management on or before time of move in, but only after full payment shall have been made for space. Show management may refuse in its sole discretion to issue passes or badges to any person whose presence show management deems not to be in the best interest of China Fisheries & Seafood Expo.

**EMERGENCY CONDITIONS:** If, because of fire, windstorm, earthquake, pandemic prevention measures, injunctions, strikes, casualties, acts of God or other conditions beyond the control of Sea Fare Expositions, Inc. the building or space originally contemplated for housing the exhibit is not available, it is then mutually agreed that a condition of emergency exists, and the exhibitor hereby authorizes Sea Fare Expositions, Inc. to assign in lieu of the original space and at the same rental, such space, regardless of size or location, as Sea Fare Expositions, Inc. may desire and agrees to occupy and use such space under the same rules and conditions. Also, the exhibitor hereby authorizes Sea Fare Expositions, Inc. to cancel, postpone, discontinue or relocate the show under the above condition. Sea Fare Expositions, Inc. shall not be financially liable or otherwise obligated in the event the show is canceled, postponed, discontinued or relocated because of windstorm, earthquake, pandemic prevention measures, injunctions, strikes, fires, casualties, acts of God or causes beyond Sea Fare Expositions, Inc.'s control.

**INSURANCE AND LIABILITY:** Exhibitors must agree to carry adequate property damage, public liability and personal injury insurance at exhibitor's own cost and expense. Exhibitor agrees to provide show management with evidence of insurance upon request. Sea Fare Expositions, Inc. assumes no risk, and by the acceptance of this agreement, the exhibitor expressly releases show management of and from any and all liability for any damage, injury, or loss to any person or goods which may arise from the rental and occupation of said space by exhibitor, and agrees to hold and save Sea Fare Expositions, Inc. harmless of and from any loss or damage (including but not limited to attorney's fees and other similar costs of defending claims or lawsuits brought against Sea Fare Expositions, Inc.) by reason thereof. The exhibitor's duty to hold and save Sea Fare Expositions, Inc. harmless hereunder shall not be affected by any contention that show management was negligent, and that such negligence was a contributing or proximate cause of the damage, injury or loss in question, unless and until a court of competent jurisdiction finds that show management was guilty of negligence greater than that of the exhibitor's and that the show management's negligence approximately caused the damage, injury or loss in question. Exhibitor assumes the entire responsibility for, and hereby agrees to protect, indemnify, defend and save Sea Fare Expositions, Inc. harmless from and against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of damage caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Sea Fare Expositions, Inc. Sea Fare Expositions, Inc. is the agent of China Fisheries & Seafood Expo and its sponsoring group—the China Council for the Promotion of International Trade (Sub-Council Agriculture) of the People's Republic of China. All clauses of this contract shall extend to these parties.

**INFORMATION:** Inquiries and requests for information should be addressed to Sea Fare Expositions, Inc., 5350 30th Ave NW, Suite D, Seattle, WA 98107, Tel: 206-789-5741  
E-mail: [seafarechina@seafare.com](mailto:seafarechina@seafare.com), or visit our website for additional show information at [www.chinaseafoodexpo.com](http://www.chinaseafoodexpo.com).