

TERMS OF REFERENCE
SERVICE FOR THE IMPLEMENTATION AND SETUP OF THE STAND – GLOBAL BIRDFAIR 2025, RUTLAND, UNITED KINGDOM

1. DEPARTMENT REQUESTING THE SERVICE

Anglo-Saxon Market Department – Sub directorate for the Promotion of Inbound Tourism.

2. OBJECTIVE OF THE PROCUREMENT

The service required is the implementation and setup of the stand for the Global Birdfair 2025, to be held from July 11 to 13, 2025, in the city of Rutland, United Kingdom.

3. PUBLIC PURPOSE

To contribute to the recovery of international travel and the foreign currency generated for the tourism sector, as well as the diversification of the offer, through our participation in the Global Birdfair 2025, including the implementation and set up of the stand at the aforementioned event, in order to promote Peru's positioning as an ideal birdwatching destination for British travelers.

4. ALIGNMENT WITH THE INSTITUTIONAL OPERATIONAL PLAN

Type of activity: International Tourism Fairs - Anglo-Saxon Market Department
Operational Activity of the POI: APEX 0232.2025 - Global Birdfair.

5. BACKGROUND

The Tourism Promotion Directorate is the line unit responsible for promoting inbound and domestic tourism through activities aimed at promoting Peru as a destination, strengthening the commercial management of businesses, and conducting tourism intelligence. These efforts contribute to the country's sustainable and decentralized development, in line with sectoral policies, guidelines, objectives, and goals. Its management impacts, among others, the institutional strategic objective *OEI.03 -restore international travel and the foreign exchange generated for the tourism sector*.

The Sub Directorate for the Promotion of Inbound Tourism, as one of the organizational units within the Tourism Promotion Directorate, is responsible for proposing, executing, and evaluating inbound tourism promotion activities based on institutional objectives and strategies. To achieve this, it includes, among others, the Anglo-Saxon Market Department, which is in charge of proposing, monitoring, evaluating, and coordinating the execution of strategies and the Institutional Operational Plan for promotion in its designated geographic area (United States, Canada, and the United Kingdom).

Through Executive Presidency Resolution No. 189-2024-PROMPERÚ/PE, the approval of the Institutional Opening Budget (PIA) for PROMPERÚ for the fiscal year 2025 was formalized. Additionally, through Executive Presidency Resolution No. 000190-2024-PROMPERÚ/PE, the approval of the 2025 Institutional Operational Plan of the Commission for the Promotion of Peru for Export and Tourism - PROMPERÚ, was formalized by its Board of Directors in the session held on December 20, 2024.

As part of the general strategy for promoting receptive tourism, actions have been prioritized in 19 priority markets that represent 85% of arrivals to Peru. Among these markets, is the United Kingdom, which is the fourth European country in terms of tourist arrivals to Peru. In 2024, a total of 57,580 international tourists from this market arrived in Peru. This represents a 48% growth compared to the

previous year, but still 19% below the pre-pandemic figures reached in 2019. Therefore, actions are planned to enable the recovery of this target market.

Another strategy outlined within the inbound tourism promotion plan is the focus on interest segments. One of these segments is birdwatching, which has a potential market in Peru of 2.4 million, a valuation of US\$7.3 million, and a higher-than-average travel ticket value of US\$1,754. In Peru, 25% of foreign tourists include birdwatching as part of their trip (669,860 travelers - PTE2019).

The United Kingdom is an important market for this birdwatching tourism segment, and Peru has an offer to attend this type of traveler, with 1,881 bird species recorded, 118 of which are endemic.

Promperú has been carrying out various actions to position itself in the birdwatching tourism segment, including our participation in the Global Birdfair (Rutland, UK), an event that, in its latest edition, attracted around 13,000 people to a fairground with approximately 200 specialized stands, where Promperú successfully conducted 285 meetings and hosted 3 co-exhibitors.

In order to carry out our participation in the aforementioned event in 2025, the Anglo-Saxon Market Department is seeking to hire a service provider for the implementation of the stand.

6. OBJECTIVES OF THE CONTRACTING

- Strengthen Peru's positioning as an ideal destination for birdwatching through the development of a thematic stand focused on birdwatching in Peru.
- Educate and update the British final consumer specialized in birds about the wide and diverse birdwatching and nature offerings that the destination Peru provides.

7. SCOPE AND DESCRIPTION OF THE SERVICES TO BE CONTRACTED

The service required is the implementation and setup of a stand at the Global Birdfair 2025, in order to be present at this specialized fair aimed at the final consumer.

7.1 ACTIVITIES

Event details:

- **Event Name:** Global Birdfair 2025
- **Location:** Lyndon Top, Rutland LE15 8R
- **Type of Stand:** Double stand (peninsula) – 3 sides open. (20 feet x 12 feet)
- **Setup date:** From July 8th at 9:00 AM
- **Event dates:** From July 11th to 13th, 2025
- **Dismantling date:** From 5:30 PM on July 13th until 10:00 AM on July 14th, 2025

The service should include the following:

Stand implementation and setup: custom stand design.

- PERUVIAN STAND



7.1.1 WALL:

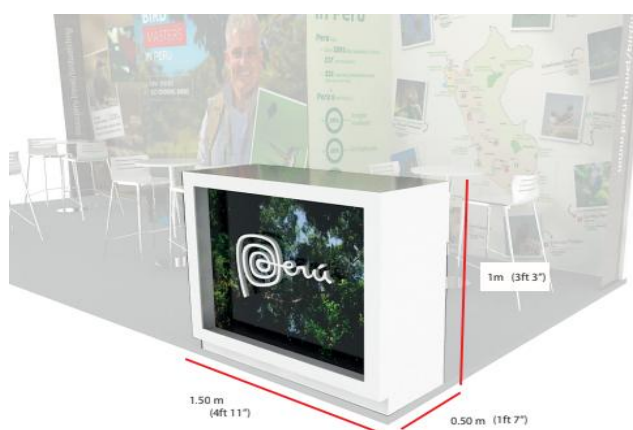
- a. Material: 18mm thick melamine.
- b. Dimensions: 7.50 m long x 3.00 m deep x 2.1 m high x 0.10 m thick (approximate measurements)
- c. Consider the anchoring for the self-support of the wall.
- d. Consider a frieze with a height of 0.30 m and a length of 7.50 m, of the wall panel type in light wood texture color, properly installed on the wall.
- e. Three volumetric logos of the "Perú" brand in white, measuring 0.25 m in height and proportionate width, should be included and placed on the frieze according to the reference images.
- f. The wall should include full-color graphic printing on adhesive vinyl at 1440 DPI, as detailed below:
 - Left side: print measuring 2.56 m in length x 1.80 m in height.
 - Right side: print measuring 2.56 m in length x 1.80 m in height.
 - PROMPERÚ will send the designs after notification of the service order.

7.1.2 FLOOR:

- a. Material: 18 mm thick golden oak floor with aluminum moldings around the entire perimeter.
- b. The floor should be covered with adhesive vinyl in full color at 1440 DPI, with a light wood texture color.
- c. Consider a regulatory ramp for people with disabilities.

7.1.3 SERVICE COUNTER

- a. Material: 18 mm white melamine, with internal compartments on two levels, 2 doors, and a key.
- b. Dimensions: 1.50 m long x 0.50 m deep x 1.00 m high.
- c. Includes a graphic print on adhesive vinyl in full color at 1440 DPI on the front and sides. **PROMPERÚ will send the design after notification of the service order.**
- d. A 5 cm wide frame should be considered on the front of the counter, with a bas-relief.
- e. Consider 02 table tents, A4 size, in full-color adhesive vinyl at 1440 DPI on Celtex, self-supported on a wooden base. PROMPERÚ will send the design after notification of the service order.
 - 01 table tent for image usage rights
 - 01 table tent with QR code



Reference image of what was requested by PROMPERÚ

7.1.4 STORAGE ROOM

- a. Material: 18mm thick melamine.
- b. Dimensions: 2.10 m length x 0.75 m depth x 2.10 m height (approximate measurements)
- c. Location: It should be installed in the center of the stand, close to the wall; therefore, only 3 walls will be assembled for the storage area.
- d. Consider a frieze with a height of 0.30 m on all three walls of the storage room, of the wall panel type in light wood texture color, properly installed on the wall. The front wall should feature a volumetric logo of the 'Perú' brand in white, measuring 0.25 m in height and proportionate width.
- e. Printing: Includes full-color adhesive vinyl printing at 1440 DPI on the external part (front and sides). PROMPERÚ will send the designs after receiving the service order notification.
- f. The following items must be included:
 - 01 single-door refrigerator of 205 L (include wiring and power outlet).
 - 01 65" TV properly installed on the front wall with a metal rack (include wiring and power outlet).
 - 01 access door to the storage area, 0.70m length x 1.8m height (approximate measurements), with a lock and key, located on the left side of the storage area.

7.1.5 COFFEE AND BEVERAGE STATION

- a. Installation of 01 melamine cabinet with internal shelves to store utensils. Approximate dimensions: 2.10 m length x 0.35 m depth x 1.00 m height.
- b. It should include a coffee machine, a water dispenser, and eco-friendly cups for hot and cold beverages.
- c. It will include products for preparing coffee or water, including Peruvian coffee, milk, sugar, and bottled water.

7.1.6 CELL PHONE CHARGING STATION

- a. The provider will include four additional power outlets for cell phone charging.
- b. It should appear as a single unit that includes USB charging ports on the wall beneath where the TV hangs.

7.1.7 INTERNET

- a. Includes a 5Mb WiFi internet package. A username and password must be generated for the exclusive use of PROMPERÚ.

7.1.8 FURNITURE

- a. 01 trash bin.
- b. 01 natural plant in a pot.
- c. 03 white circular tables with a 700 mm diameter.
- d. 09 white chairs with light wood legs.
- e. 02 white high and adjustable chairs for the counter.



Reference image of what was requested by PROMPERÚ

7.1.9 CLEANING

- a. Include 01 cleaning staff for all days of the fair. Cleaning service times must be coordinated with PROMPERÚ and should preferably take place in the mornings before the event begins and daily visits during the day to clean the coffee station down

OTHER CONSIDERATIONS

- a. The service is all-inclusive and must cover transportation, setup, teardown, security for its equipment, as well as food for the staff participating in the service.
- b. Everything requested in this document is for rental purposes.
- c. It is the provider's responsibility to ensure that each member of their team has work insurance in case of any unforeseen events or accidents during the execution of the service.
- d. It is the provider's responsibility to ensure the proper setup of the requested items.
- e. In the event of natural disasters, PROMPERÚ will not be responsible for any potential damage to the equipment and structures. The provider must safeguard their goods during setup, the event, and teardown.

The Anglo-Saxon Market Department will be responsible for coordinating the stand's implementation and setup, with the approval of the Production Office.

***PROMPERÚ will provide the graphic arts to the Supplier up to 05 calendar days before the event, upon notification of the service order via email.**

7.2. SUPPLIER REQUIREMENTS

Contractor Profile

- Must have a physical office in the United Kingdom.
- Must be the exclusive supplier for the implementation and preparation of stands at the Global Birdfair.

Experience

- Must have a minimum of one (1) service in the implementation and preparation of stands for commercial events, fairs, and exhibitions in the UK market within the last 5 years.

Supplier Accreditation:

- The physical office will be accredited by submitting "The Companies ACT" (Company Registration for England and Wales).
- Submit an official letter from the organizer of the Global Birdfair stating that the supplier is the exclusive provider for the implementation and preparation of stands at the Global Birdfair.
- The bidder's experience must be accredited with a legible copy of the original contract, legible copies of service orders, or a legible copy of a service delivery certificate issued and signed by the client or with any other documentation that reliably demonstrates the experience.

7.3. SERVICE DELIVERY LOCATION AND DEADLINE

The service will be provided in Oakham, Rutland, United Kingdom.

The service period will be from the day after the service order is notified until July 14, 2025.

7.4. PAYMENT METHOD

The payment must be made with 70% in advance via bank transfer in foreign currency (British pounds) to the supplier's account, in accordance with section 6.7.4 of Directive No. 001-2022-PROMPERU/GG/OAD, attaching Annex No. 11 of the mentioned directive, duly signed by the Anglo-Saxon Market Department and the Sub-Directorate of Promotion of Receptive Tourism, and with approval from the Production Office.

The remaining 30% must be paid in foreign currency (British pounds) via bank transfer, once the service is completed and approved by the Anglo-Saxon Market Department and the Sub-Directorate of Promotion of Receptive Tourism, with approval from the Production Office. The approval must be issued no later than 7 days after the service is completed.

Furthermore, the supplier must send the payment receipt to the email address **comprobantepago@promperu.gob.pe**, indicating the service order number in the subject, containing the following details:

- Name: PROMPERÚ
- RUC: 20307167442
- Address: Calle Uno Oeste Nº 50, Edificio MINCETUR, piso 14, Urb. Córpac, San Isidro, Lima.
- Service Order Number:

If the supplier has an electronic payment receipt, it should be sent as a document.

7.5. SERVICE APPROVAL

Service approval will be provided by the Anglo-Saxon Market Department and the Sub-Directorate of Promotion of Inbound Tourism, with the approval of the Production Office.

7.6. CONFIDENTIALITY AGREEMENT

Confidential information (hereinafter THE INFORMATION) refers to any type of tourism, economic, labor, financial, technical, commercial, strategic, access and permissions to information systems, among other information, owned by PROMPERÚ, whose unauthorized disclosure or use could cause risks or losses to the organization.

The supplier must maintain strict confidentiality and absolute secrecy regarding THE INFORMATION of PROMPERÚ to which it will have access in the course of executing the contracted service. The supplier must refrain from disclosing it to third parties, either in full or in part, whether directly or indirectly, through any medium or method (oral, written, electronic, images, and video), unless prior, express, and written authorization is granted by PROMPERÚ. This obligation remains in effect even after the termination of the contractual relationship.

All information and materials owned by PROMPERÚ, which the supplier or its personnel may have access to, are strictly confidential. By signing the contract, the supplier and its personnel tacitly agree to maintain confidentiality and are prohibited from transmitting such information to any person (natural or legal) or any media without the express written authorization of PROMPERÚ. Additionally, the supplier must return all documents provided at the end of the contract. This includes both printed materials and those stored on magnetic or optical media.

8. PENALTIES

In case the provider does not carry out the execution of service mentioned in the terms of reference, the Entity will apply a penalty for delay for each day. The penalty will be applied automatically and will be calculated according to the following formula:

$$\text{Daily Penalty} = \frac{0.10 \times \text{amount}}{F \times \text{term in days}}$$

Where F has the following value:

- For terms less than or equal to sixty (60) days, for goods, services in general and consultancies: F=0.40.
- For terms greater than sixty (60), for goods, services in general and consultancies: F=0.25.

The maximum amount of the applicable penalty may not exceed the maximum amount of ten percent (10%) of the total contracted amount. The Entity has the right to demand, in addition to the penalty, the fulfillment of the obligation

9. PERSONAL DATA PROTECTION

In the event that, for the execution of this service, the contractor gains access to personal data stored or collected by PROMPERÚ, they are obliged to maintain absolute confidentiality in accordance with the provisions of Law No. 29733 - Personal Data Protection Law. In any case, it will be PROMPERÚ that decides on the purpose, content, and use of this data.

The supplier, in their capacity as the data processor, is obligated to comply with the provisions of Law No. 29733 - Personal Data Protection Law and its Regulations, and in particular, specifically commits to:

- A. Safeguard the personal data to which they have access, adopting the necessary legal, technical, and organizational measures, especially those established in the Regulation of Law No. 29733 and other related provisions, to ensure the security of the personal data and prevent its alteration, loss, improper processing, or unauthorized access.
- B. Use the personal data accessed exclusively for the execution of the agreed service.
- C. Ensure that the personal data they access is processed only by personnel whose intervention is necessary for the provision of the service. It is the supplier's responsibility to inform their

collaborators of the security measures that must be applied and the duty of confidentiality that they must maintain, even after the service is concluded.

- D. Accept reviews and audits reasonably conducted by PROMPERÚ regarding compliance with the applicable regulations on personal data protection within the framework of this service.
- E. Once the service is completed, the supplier must return to PROMPERÚ any media and documents containing personal data, if applicable. Furthermore, they must permanently delete any copies generated.

In the event that the supplier fails to comply with the provisions established in the contract or with the obligations derived from the applicable legislation on data protection, the supplier will assume full responsibility for any civil and/or criminal actions that may arise.

10. CONTRACT MODIFICATION

Any agreed modification of the contract will not imply increases in the amount of the contract and must be linked to the object and purpose of the contract.

11. CONTRACT SUSPENSION

When events not attributable to the parties occur that cause the suspension of the execution of the contract, they may agree in writing to suspend the term of contractual execution until the completion of said event, without this implying the recognition of higher general expenses and direct costs, except those that are necessary to make the suspension viable.

The suspension will have the formality established in the original contract.

Once the event that motivated the suspension has ended, the Entity must notify the contractor so that it can restart the execution of the contract, and the user area must evaluate taking steps to modify the respective contract as appropriate.

12. CONTRACT RESOLUTION

The Anglo-Saxon Market Department will issue a technical report to the Sub-directorate for the Promotion of Inbound Tourism informing about the situation of non-compliance with contractual obligations and the latter may request in writing to the Administration Office the termination of the contract for the following reasons:

- a. Unjustified breach of contractual, legal, and regulatory obligations under his responsibility, despite having been notified to do so;
- b. Accumulation of the maximum amount of the penalty for arrears or the maximum amount for other penalties, in the execution of the provision under his charge; either
- c. Stoppage or unjustified reduction of the execution of the benefit, despite having been notified to correct such situation;
- d. By agreement between the parties
- e. Due to a fortuitous event or force majeure, which definitely makes it impossible for the entity to continue with the contract.

13. RESOLUTION OF DISPUTES IN CONTRACTS WITH NON-RESIDENT SUPPLIERS

Controversies that arise between the parties regarding the execution, interpretation, resolution, ineffectiveness, modifications to the contract, conformity for the provision of the good or service,

penalties, aspects linked to payment, interest for late payment, or other cases arising from the execution of the Contract, the OC or OS, will be resolved by agreement between the parties or conciliation.

Any dispute that cannot be resolved by agreement between the parties or conciliation, will be resolved through legal arbitration, according to the regulations and rules of the Peruvian State, except for exceptions. In case of arbitration, it will be carried out in the city of Lima (Peru) and in Spanish by an Arbitral Tribunal made up of three arbitrators, each of the parties appointing an arbitrator and these in turn will designate the third arbitrator, who will preside over the Tribunal. Arbitral. The parties will abide by the arbitral award issued as the final decision of any disagreement or controversy

14. ANTI-CORRUPTION

The Contractor declares and guarantees that neither it, nor any of its partners, members of its governing bodies, attorneys-in-fact, legal representatives, officers, advisors, or related persons as defined by the General Law on Public Procurement, has directly or indirectly offered, negotiated, or made any payment or, in general, any illegal benefit or incentive in connection with the contract.

Furthermore, the Contractor undertakes to act at all times, during the execution of the contract, with honesty, integrity, truthfulness, and ethical conduct, and not to commit any illegal or corrupt acts, whether directly or indirectly, or through its partners, shareholders, stakeholders, members of governing bodies, attorneys-in-fact, legal representatives, officers, advisors, and related persons as referred to in the General Law on Public Procurement.

Additionally, the Contractor commits to: (i) promptly and directly report to the competent authorities any unlawful or corrupt act or conduct of which it becomes aware; and (ii) adopt appropriate technical, organizational, and/or personnel measures to prevent such acts or practices.

Finally, the Contractor agrees not to place public officials with whom it must interact in ethically compromising situations. To that end, it acknowledges and accepts the prohibition against offering them any type of gift, donation, benefit, and/or gratuity, whether in the form of goods or services, regardless of the intended purpose.

15. OTHER PROVISIONS

The supplier shall be subject to the provisions contained in the Directive governing contracting with non-domiciled suppliers in PROMPERÚ, and, on a supplementary basis, to the General Law on Public Procurement, its Regulations, and other complementary regulations