
TERMS OF REFERENCE – FINDING A SERVICE PROVIDER

Project: Swiss Tourism for Sustainable Development in Vietnam (ST4SD)

Consulting services: DESIGN AND CONSTRUCTION OF BOOTH AT HORECFEX DA NANG FAIR 2025

Product: The booth was designed and constructed according to the idea of sustainable tourism in Vietnam, combined with the image of Switzerland, at the Ariyana Danang Convention Center, with 06 standard booths, equivalent to 54m².

Organization:	HELVETAS Vietnam
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Contract term:	From: June 25, 2025	Arrive: August 30, 2025
Application deadline:	before 27/06/2025	

1. Project Introduction

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD) project, funded by the Swiss State Secretariat for Economic Affairs (SECO), aims to develop Vietnam's tourism industry in a more sustainable and inclusive manner. As part of Switzerland's economic development cooperation activities in Vietnam, the project is jointly implemented by Helvetas Vietnam and Cred Agriculture and Tourism Solutions Consulting Company Limited (CRED). The Ministry of Culture, Sports and Tourism has appointed the Vietnam National Administration of Tourism as the project owner.

The ST4SD project supports the drafting and recommendation of relevant policies and enhances public-private dialogue at both national and local levels; develops and promotes the Swiss EHT between Swiss partners and qualified Vietnamese training institutions; and establishes a network of tourism industry experts from Switzerland and Vietnam. At the same time, the project promotes innovative ideas for businesses and destinations to enhance sustainability (including the development of sustainability standards). In the long term, the ST4SD project will support the creation of new livelihoods and sustainable economic development in Vietnam.

During the 2023-2027 period, the project will be implemented in three provinces: Ha Giang (Northern mountainous region), Quang Nam (Central Heritage Road), and Dong Thap (Mekong Delta region). The provinces were selected based on the commitment of local authorities, their alignment with the province's current tourism development plan, and their opportunity to promote sustainable tourism development.

HORECFEX Vietnam is the leading annual exhibition and forum on technology and innovation in the hospitality industry. The exhibition contributes to the development of Vietnam's tourism and hospitality industry. HORECFEX 2025 in Da Nang is expected to attract more than 3,500 visitors, 80 exhibition booths and 45 speakers, as well as more than 50 presentations and seminars. Industry leaders will attend, including representatives from leading technology companies such as AI Chatbot, Microsoft and Oracle, as well as executives and decision makers from many national and international hotel and tourism companies.

ST4SD is looking for a supplier to design and construct booths at the Horefex exhibition and forum with the goal of promoting the values the project brings to make tourism more sustainable in Vietnam.

2. Objective

Set up a booth in the conference exhibition at the Ariyana Danang Convention Center, with 06 standard booths, equivalent to 54m2:

- Promote the image, activities and sustainable tourism products of the three provinces participating in the project.
- Introduce the Swiss Executive hospitality training program for middle and senior managers in the industry.
- Promote the image and value of the project, combining the images of Vietnam and Switzerland

3. Scope of operation

The selected unit will be responsible for all stages of design, construction, support/consultation on display, dismantling and cleaning up all booths in a space of 54 m², including (but not limited to) the following specific tasks:

1. Discuss and agree on ideas with the project and relevant parties participating in the exhibition;
2. Design and discuss with ST4SD to finalize preliminary design plan (floor plan and perspective);
3. Complete detailed drawings and submit to ST4SD for approval;
4. Deploy booth construction;
5. Coordinate with fair participants to display products;
6. Dismantle, clean up and return the exhibition site to its original condition.

4. Output and Timeline

STT	Mission	Timeline
1	Minutes of meeting agreeing on the idea of completing the project before the scheduled deadline	30/06/2025
2	Preliminary floor plan and perspective design (with at least 2 (two) options to choose from) completed before deadline	10/07/2025
3	01 (one) 2D and 3D design approved by ST4SD	07/15/2025
4	Booths are displayed and ready 1 day before the opening day of the fair.	08/25/2025
5	The booths were dismantled and the premises returned to the Exhibition Organizing Committee in their original condition.	08/28/2025

5. Criteria for selecting service providers

- Have full business licenses according to the law;
- Adequate professional staff, human resources and construction equipment to ensure quality, progress and labor safety requirements;
- Have at least 5 years of experience in the field of design and construction of fair booths and showrooms;

- Have a minimum of 5 successful contracts for design and construction of fair booths and showrooms, with a minimum of 1 contract related to a tourism fair
- Candidates with working experience with international NGO are encouraged to apply
- Have competitive bid prices compared to other units submitting applications.

6. Required documents

Suppliers with suitable expertise and interest send:

- Their capacity profile
- CV of proposed staff, at least the project manager should be proficient in english
- Detailed workplan for executing the contract
- Certificate of successful completion of previous related work
- Financial proposal

Proposal should be sent to the email address assist3@st4sd, helvetas.vietnam@helvetas.org and olivier.messmer@helvetas.org before June 27, 2025.

Note: ST4SD only contacts selected suppliers.

Proposed by

Approved by

Team lead

Country Director