FRENCH PAVILIONS
IN USA 2027-2028
TENDER SPECIFICATIONS

Reference n° CS_26.10 – OJEU n°586934-2026

1. PREAMBLE AND BUSINESS FRANCE PRESENTATION

PREAMBLE

Business France is the national agency serving the international development of the French economy.
It is responsible for fostering export-led growth by French businesses, as well as attracting and facilitating foreign investment in France.
It promotes France's firms, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program, which connects businesses and young talent for international assignments.

Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.
For further information, please visit: www.businessfrance.fr @businessfrance

Business France, as a Public Industrial and Commercial Establishment (EPIC), must comply with the requirements of the public order for all its purchases, and more particularly with the Code de la Commande Publique (Public Procurement Code).

For that purpose, Business France specified its needs and requirements in terms of production and construction of the French Pavilions organized by Business France and designed by the Exhibition Design and Services of Business France in USA in 2027-2028 and possibly in 2029 and 2030.

PRESENTATION OF BUSINESS FRANCE

Business France's activities in pursuit of this objective include arranging group pavilions at a significant number of trade shows and exhibitions worldwide. These pavilions are organized in numerous geographic regions and encompass the primary business sectors (manufacturing, capital and consumer goods, etc.).

Marketing for each pavilion is handled by Project Managers from an Export Division (DE) that represents French companies within an individual business sector.
A French pavilion brings together French businesses that purchase a comprehensive service from Business France, including the installed space as well as promotional and networking activities. Through this arrangement, Business France relieves these companies of virtually all responsibility for their participation in the event and enhances their visibility, ensuring that it is simpler and more rewarding for them to participate.
Business France is organized by business sectors, in France and in our overseas offices:

- Industry and Cleantech
- Art de vivre, Health
- Agrotech Food industry
- New Technologies and Services

2. TENDER OBJECT

The object of the present tender is to request a quotation for the production and construction of the French Pavilions organized by Business France and designed by the Exhibition Design and Services of Business France in USA in 2027-2028 and possibly in 2029 and 2030.

The bidder should propose an offer with the most satisfactory technical arrangements, materials and services for building the pavilion, and the most environment-friendly solutions at the best price.

The contract is a single-supplier framework agreement without a minimum (no volume is guaranteed) and with a maximum amount of 9 000 000 USD TTC.

This tender concerns the trade shows mentioned in Appendix 1 – list of trade shows.

The list and the dates of the shows can be modified by Business France and/or the organizers at any time for any reasons linked to public interest and in particular to meet Business France budgetary situation and obligations.

The total sqm of each show mentioned can also be modified (reduced or increased) during the contract period. The aforementioned list of shows, including their details, is only indicative, not definitive and is subject to modification. Business France will confirm the sqm at least 90 (ninety) days before the beginning of the build-up as mentioned in Article 5 of the Contract.

Business France reserves its right to order similar services other than the ones listed in the tender.

All French pavilions organized by Business France in USA are not within the scope of the contract.
The trade shows excluded of this contract are:

- The French pavilions built by the official contractor of the organizers

The price per sqm must include:

- Production
- Transportation
- Construction (build-up and dismantling)
- Maintenance during the trade show
- Cleaning at the end of build-up, and dismantling
- Maintenance & Storage between trade shows of the custom made and standard elements specially built for Business France
- The relevant insurances

Business France also requests the bidder to place all technical orders (drayage, electricity, internet, daily cleaning, …) to the exhibition center to facilitate the organization (see Articles 5 and 6 of the Contract Model).

2a- DEFINITION OF A FRENCH PAVILION

Gathered by Business France on a French Pavilion, French companies benefit from a large range of services including fitted space, promotion, networking and a larger visibility.

The stands are commercialized by Business France or by regions or trade associations. These sections may require a specific fitting and identification in terms of colours and signage (upper signage as well as at the booths' level).

The bidder must take into consideration for its offer that the pavilion can be partitioned on the same location (blocks) or/and can be split in different locations (halls or hall sections).

2b- DESIGN CONCEPT OF THE FRENCH PAVILION

Please refer to:
- the quantitative & qualitative form (Appendix 2),
- the different files with detailed drawings valid (see Appendix 3a – Graphics and 3D views: custom made furniture + graphic folder),
- Appendix 3b - logos

We request 7 different versions as described in the quantitative & qualitative form (Appendix 2) and in the graphics and 3D views (Appendix 3a). Each version must be quoted in the financial appendix (Appendix 4 – Financial appendix):

- A Basic version
- An Essential Version
- A version called Lightbox version
- A Workstation version
- A Pedestal version
- A Food version
- A Wine version

For each version, we request a price for the trade shows in the West Coast and a price for the trade shows in the East Coast.
Basis on the list of trade shows (Appendix 1), we consider:

- A price for the West Coast for the trade shows in San Francisco, Las Vegas, Los Angeles, Anaheim, and/or other towns in the same area
- A price for the East Coast for the trade shows in New York, Boston, Atlanta, Chicago, Miami, Orlando, Austin, Philadelphia, and/or other towns in the same area

In case of a trade show in another town is added to the program, the price will be selected between the appropriated price regarding its location.

The finalized layouts and information per trade shows will be given to the selected CONTRACTING PARTY 5 to 6 weeks prior to the buildup.

2c- SERVICES REQUESTED

The bidder must submit an offer including:

- The quotation for
  - ✓ Production
  - ✓ Transportation
  - ✓ Construction (build-up and dismantling)
  - ✓ Maintenance during the trade show
  - ✓ Cleaning at the end of build-up and dismantling
  - ✓ Maintenance & Storage between trade shows of the custom made and standard elements specially built for Business France
  - ✓ The relevant insurances.
- The most adequate technical solutions and materials to that effect. All dimensions are suggested and can be updated with your proposal. You could propose a substitution as long as the final render is the same as the initial queries.
- 3D views of the different projects according to the layouts (Basic, Essential, Lightbox, Workstation, Pedestal, Food, Wine) to judge if the concept is well understood. In addition, these 3D views will be sent during the contract to the exhibitors and the organizers or show venue for the design approval.
- Business France requests from the CONTRACTING PARTY a dedicated team that speaks at least English and which includes a single point of contact for Business France's account in order to ensure the same level of quality of services on each show and capitalize on the experience acquired with Business France. The bidder has to supply explanations of its organization and how he will assure the services before, during and after the shows in the duration of the contract. French speaking Project Manager would be appreciated.
- Specific resources for graphics works:
  - ✓ E-EVENEMENT

    Business France is developing a platform to enhance the communication with its clients and suppliers. This tool named "E-Evenement" is dedicated to the organization of events. It allows interaction on a dedicated space with the clients and also with the stand builders. Business France's clients are able to pass their orders and add their graphic files on this dedicated platform.

    After the finalization of this platform, you will be granted a specific access to your personal and private account to recover the orders on an excel sheet as well as the logos and the graphic prints concerning the exhibitors. The private account will be used for notifications and emails and will be also used for exchanging with the SCA department.

    And as a service provider you will receive a login and a password which will be unique for your company. The on-line transmission of information will not always be available or partially so as it will vary according to the type of show and will be agreed upon with the project manager of the SCA.
  - ✓ Or another exchange platform can also be used for the graphic works exchanges as per example: OneDrive, SharePoint, …
  - ✓ A team is dedicated to check the quality of the files upon reception and notify the client immediately if the file is incorrect. It will also need to be able to provide executive works only to fit the graphics with the support/partition walls. It will also be able to produce impressions for French companies and submitting to Business France printing proofs.

- Explanations of the conditions of storage and transportation of the custom made and standard elements specially built for Business France (location of warehouses, carriers, maintenance of furniture stored, etc.).

3. CONDITIONS OF THE OFFER

PRICES

The bidder will propose its best prices (see Appendix 4 – Financial appendix) in US dollars (USD) including all services listed above. The prices are fixed per sqm all taxes included and includes:

- Production
- Transportation
- Construction (build-up and dismantling)
- Maintenance during the trade show
- Cleaning at the end of build-up and dismantling
- Maintenance & Storage between trade shows of the custom made and standard elements specially built for Business France
- The relevant insurances

The price does not include:

- The technical orders (per example: power connection and supply, internet, hanging fees, drayage if needed, water connection and supply, cleaning during the shows, …) but Business France may also request the bidder to place all technical orders at no extra cost to the exhibition center and/or the organizers/official suppliers to facilitate the organization.
- Any fees invoiced by organizers or Trade centers (ex: advertising fees)

The utilities orders will be charged separately from the pavilion materials (see Articles 5 and 6 of the Contract).

The target prices for each version for the East coast (considering that it must be the most expensive versions) are:

- **520 USD /sqm all taxes included for the Basic version and the Workstation & the Pedestal versions**
- **550 USD / sqm all taxes included for the Essential version**
- **415 USD /sqm all taxes included for the Lightbox version**
- **580 USD /sqm all taxes included for the Wine version**
- **585 USD /sqm all taxes included for the Food version**

All bidders will necessarily make an offer that perfectly responds to the request expressed in our present Tender Specifications.

Variants are allowed for pricing, quantities, quality, technical solutions and delivery schedule of the tender, and furniture specifications as an alternative solution in case of budgetary constraints but all of them must respect the requests. Submitters can propose alternative solutions for production and construction IN RESPECT WITH PAVILION DESIGN specified.

Quotations have to be done in US dollars (USD). Prices must be “all taxes included” if the supplier can justify an invoicing site in Europe (therefore an intra-European VAT number) or “every taxes excluded” if the supplier invoices from a country outside the EU. In each case, the supplier will have to specify which VAT is applicable (percentage and amount). European companies have to give to Business France an intra-European VAT number.

If you are a candidate established in France or in another European Union Member State, please note that the applicable VAT is that of the buyer country, so the French VAT. In this case, you must indicate the percentage of French VAT (to date 20%) in the box reserved for this purpose in the financial appendix.

If you are a candidate established outside of European Union, it is your responsibility to indicate the amount of the applicable VAT, according to your status and the country in which you are established, as indicated in the DC1 and DC2.
The percentage of VAT indicated is your responsibility and it engages you contractually. If you indicate a percentage of 0%, thank you to send us a document which justifies this percentage.

4. DURATION OF THE CONTRACT

The Contract becomes effective on January 1st, 2027, and is valid for a 25 months period until February 28th, 2029.
This contract shall be tacitly renewable twice for a length of one year from March 1st, 2029 to February 28th, 2030 and from March 1st, 2030 to February 28th, 2031 unless terminated notified three (3) months prior to the contractual maturity date for the subscribing entity and six (6) months prior to the contractual maturity date for the Contractor(s), by one of the Parties to the other Party, by recorded delivery letter with acknowledgement of receipt. No reasons need to be provided for the termination of the contract.
It will therefore cease automatically on March 31, 2031, at the latest without any further formalities.

Please note that although the contract dates indicate from January 1st, 2027 to February 28th, 2029 and possibly until the February 28th, 2030 or February 28th, 2031 in case of renewal, this applies only to trade shows that take place after April 1st, 2027.
This will enable Business France to proceed to the validation of the prototype in January to finalize the contract setup and begin operating the showrooms as of April 2027.

5. CONTACTS

- The SCA (Exhibition design and Services department) manages the contractual relationship between Business France and the Contractor. Accordingly, it obtains confirmation of trade shows and events, places orders with the Contractor and manages the overall logistics for each trade show/event in conjunction with the Contractor.

- The Purchasing Department, initiates and coordinates the general aspects of the contract with the CONTRACTING PARTY.

6. PROTOTYPE AND EVOLUTION OF THE PROJECT

Prototype

A prototype (Subject to confirmation, but limited to a maximum of one prototype of each customized furniture + each type of superstructure/signage + group of 4 booths/half island block for Wine version, Food version, essential version and Basic version) is requested from the selected Contractor in order to validate the technical options. Further to the realization of this prototype, modifications can be brought to the project. These will be added to the list of the quoted items if they create additional costs.
The validation of the prototype will be done preferably on week 2, 2027.

Evolution of the contract

To answer to the needs of exhibitors, partners, clusters, regions… Business France reserves itself the right during the contract to change some items (new quotation will be requested) or cancel some items. In that case, the other items' quotations will not be changed.

7. APPENDICES

Appendix 1 - List of trade shows USA
Appendix 2 – Qualitative and quantitative form
Appendix 3a – Graphics and 3D Views
Appendix 3b - Logos
Appendix 4 – Financial Appendix **(8 different tabs to fill)**
Appendix 5 – Example of exhibitors extra orders
Appendix 6 – Environmental performance questionnaire
Appendix 7 - Anti-corruption questionnaire