

Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

Event Management Services for Marketplace 2026

**Project number/
cost centre:**

G-012437-001

Tender number

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List of abbreviations

Abbreviation Full Term

BMZ	German Federal Ministry for Economic Cooperation and Development
EPSI	Employment Prospects for Socioeconomic Integration of Refugees, IDPs and Host Communities
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
IDP	Internally Displaced Person
KRI	Kurdistan Region of Iraq
LED	Light-Emitting Diode
MoLSA	Ministry of Labour and Social Affairs
MSME	Micro, Small and Medium Enterprise
NGO	Non-Governmental Organization
PWD	Person with Disability / Persons with Disabilities
ToR	Terms of Reference

1 General Information

1.1 Brief Information on the Project

The project “Employment Prospects for Socioeconomic Integration of Refugees, IDPs and Host Communities” (EPSI) is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ in collaboration with the Ministry of Labour and Social Affairs (MoLSA) of the Kurdistan Region of Iraq (KRI). The project aims to promote inclusive employment and entrepreneurship opportunities in the country. Its overall objective (= module objective) reads as follows: “The employment situation of refugees, internally displaced persons (IDPs) and people from host communities has improved.” The target groups of the project, hence, are refugees, IDPs and host communities in Iraq, as well as returned IDPs and refugees. Within these groups special attention is paid to women and persons with disabilities (PWD).

The project focusses on five components:

1. **Policy Advocacy:** Raising awareness among state actors through evidence-based findings to integrate needs and concerns of refugees, IDPs and marginalised groups in host communities into labour market policy.
2. **Skills for Employment:** Developing market-relevant skills to enhance the employability of the target groups through vocational training and career development centres by upgrading or developing curricula and upskilling teachers.
3. **Fit for Business:** Building and developing entrepreneurial and business skills as well as providing financial support to MSMEs.
4. **Short-term Employment Opportunities:** Providing temporary employment opportunities, such as Cash for Work, for quick income generation to address the immediate financial needs of the target groups.
5. **Social Cohesion:** Integrating approaches that strengthen social cohesion among refugees, IDPs, IDP returnees and host-community members within employment-promotion measures.

Within this framework, GIZ will organise Marketplace 2026 as a one-day indoor event on 29 November 2026 at a suitable venue in Erbil. The event will provide local businesses and entrepreneurs with an opportunity to showcase their products and services, increase their visibility, engage with potential customers and establish new business connections.

To ensure the successful planning and implementation of Marketplace 2026, GIZ intends to contract a qualified event management company to provide comprehensive event planning, coordination, production, logistical, technical, branding, communication, and documentation services for the event.

1.2 Context

Micro, Small and Medium Enterprises (MSMEs) and local entrepreneurs in the Kurdistan Region of Iraq (KRI) face challenges in accessing new markets and customers, promoting their products and services, strengthening business networks, and increasing their visibility within the local market. They also have limited opportunities to connect directly with potential customers, business partners, and other relevant stakeholders, which can limit opportunities for business growth and market expansion.

Against this background, Marketplace 2026 will provide a public platform for up to 40 businesses from the KRI to showcase their products and services, engage directly with visitors, increase their visibility and sales, and explore business and market opportunities. Approximately 40% of participating businesses will be selected through an open call, while 60% will be identified through a direct selection and invitation process in coordination with GIZ.

The event will also include networking opportunities, entertainment, creative workshops, games and competitions, food and refreshments, and a formal opening and stage programme, creating an engaging environment for businesses, visitors, families, and invited guests.

1.3 Contract Term

GIZ shall hire the contractor for the anticipated contract term from 15.11.2026 to 15.01.2027.

The event is scheduled to take place on 29 November 2026. The contractor's services shall cover preparation, planning, setup, implementation, dismantling and post-event documentation.

2 Scope of Services

The contractor shall provide comprehensive event management services covering planning, preparation, coordination, event-day implementation, documentation, and dismantling. All activities shall be carried out in close coordination with GIZ and in accordance with the approved event plan.

2.1 Event Planning and Coordination

- Develop a detailed work plan and implementation schedule.
- The contractor shall identify and propose three (3) suitable indoor and (3) outdoor venue options in Erbil for GIZ review and selection. The contractor shall be responsible for securing, booking, coordinating, and covering the cost of the selected venue as part of its financial offer. The proposed venues shall include information on location, capacity, accessibility, available facilities, technical suitability, safety considerations, availability, and associated costs. The final venue shall be selected and approved by GIZ.
- Assign a focal point for GIZ.

- Coordinate suppliers, subcontractors, technical personnel, performers, and other service providers, as needed and required.
- Coordinate regularly with GIZ and provide updates on preparation progress.
- Identify key operational, technical, logistical, and safety risks and propose appropriate mitigation measures.
- Ensure all event components are prepared and delivered according to the approved plan.

2.2 Business Participation

- Maintain an updated list of participating businesses.
- Coordinate business participants requirements, booth allocation, arrival/setup and registration arrangements, and other logistical information with selected businesses.
- Collect information required for booth signage and approved visibility materials.
- Provide on-site support to participating businesses.

2.3 Business Exhibition and Event Zoning

The contractor shall provide and arrange up to 40 business booth spaces and other activities, including tables/booths, chairs, signage, numbering, table coverings where required, and electricity access where necessary and feasible.

Businesses shall be grouped into agreed categories, such as:

- Food and beverages
- Fashion and design
- Handicrafts
- Services
- Technology
- Other selected categories

The contractor shall develop a clear **indoor event floor plan, zoning and visitor-flow plan**, considering the venue layout, entrances and exits, accessibility, emergency routes and safe circulation, covering at minimum:

- Business exhibition area
- Refreshments area
- Games and competition area
- Photo booth
- Stage area

- Business categories shall have a distinct visual identity/color coding to support visitor navigation.
- The contractor shall submit a floor plan and zoning proposal to GIZ for approval before implementation.

2.4 Stage and Technical Setup

The contractor shall provide, install, operate, and dismantle the required stage and technical infrastructure, including:

- One small stage with approved backdrop/branding.
- One LED/display screen suitable for the venue.
- One podium.
- Professional sound system, including speakers, mixer, wireless microphones, stands, cables, and required accessories.
- Appropriate indoor stage and event-area lighting.
- Safe electricity distribution in accordance with the venue's electrical capacity and requirements, with backup power where required.
- All equipment shall be safe, functional, and appropriate for the venue and expected audience. A full technical and sound check shall be completed before the event opens, and technical support shall remain available throughout the event.

2.5 Branding and Business Visibility

The contractor shall produce and install approved event branding and visibility materials, including:

- Entrance and directional signage.
- Stage branding.
- Business booth signage and identification.
- Event banners and other agreed materials.
- Communication material

All designs shall comply with GIZ branding requirements and require GIZ approval before production or publication.

2.6 Games and Competitions

- Designated activity area.
- Activity tables and equipment

- The final activities and materials shall be agreed with GIZ during the preparation phase.

2.7 Photo Booth

The contractor shall provide and operate one photo booth, including:

- Photo booth equipment and appropriate lighting.
- Suitable backdrop/branding.

2.8 Entertainment and Networking

The contractor shall arrange:

- One traditional music band, prior coordination with GIZ.
- Required sound and technical support for the performance.
- Coordination with the performer regarding arrival, setup, sound check, performance, and departure.
- 10 cocktail/high tables.

The contractor shall also propose a qualified event host, approval by GIZ.

2.9 Entrance and Guest Management

The contractor shall organize and manage the entrance event, including:

- Branded entrance area.
- Directional and information signage.

Access to the venue for setup shall be coordinated with GIZ and the venue management. All setup, safety inspections and technical checks must be completed no later than 09:00 on the event day. Dismantling shall take place after the event in accordance with the agreed venue schedule.

2.10 Videography

The contractor shall provide professional videography covering all key components of the event. A professionally edited final event video of approximately up to 2 minutes shall be submitted in accordance with GIZ branding and communication requirements.

2.11 Communication and Promotion

The contractor shall support the development of agreed communication and promotional materials, including:

- Event agenda/programme.
- Digital advertisements.
- Social media materials.
- Outreach and promotional materials.
- Event signage and other agreed communication products.

All public-facing materials shall be coordinated with and approved by GIZ before production, publication, or distribution.

The contractor shall not publish content presenting to the Marketplace as a GIZ-supported activity through its own channels without prior approval from GIZ.

2.12 Event Programme

The contractor shall develop a detailed event programme in coordination with GIZ. The programme shall accommodate the following components:

- Guest arrival and entrance management.
- Formal opening.
- Business exhibition and product showcasing.
- Games and competitions.
- Food and refreshments.
- Traditional music and cultural performance.
- Other agreed interactive activities.
- Event closing.

The programme shall indicate the activity, timing, location, responsible person/team, and key technical or logistical requirements.

The final programme shall be approved by GIZ before implementation. Any significant changes shall be communicated to GIZ and agreed in advance where possible.

2.13 Data Protection During Implementation

All personal data collected during the assignment shall be handled in accordance with applicable data protection requirements and GIZ instructions.

2.14 Deliverables and Milestones

The contractor shall deliver the assignment according to the agreed implementation schedule. The following milestones represent the minimum required deliverables:

Milestone	Indicative Timing	Deliverable / Output	Acceptance Criteria
1. Planning, Booking and Production Preparation	After contract signing / before the event	Detailed work plan and implementation schedule; approved indoor venue booking; indoor venue floor plan, zoning, visitor-flow and production plan; business coordination and booth allocation; branding and communication materials; confirmation and booking of equipment, suppliers, performers, staffing and logistical arrangements.	Venue and key services secured; all major bookings and production arrangements confirmed; required plans and materials completed in accordance with the ToR and approved by GIZ.
2. Event Setup, Marketplace 2026 Implementation and Dismantling	29 November 2026; setup completed before 09:00; event implementation 10:00–18:00; dismantling after the event	Delivery, installation and complete setup of business exhibition spaces, stage, technical equipment, activity areas, branding, signage and other required infrastructure; testing and readiness checks; full implementation of Marketplace 2026, including business exhibition, programme activities, entertainment, visitor activities, technical support and overall event management; dismantling and removal of event infrastructure, equipment, branding and materials; restoration of the venue/site.	All required infrastructure completed, tested and ready before 09:00; event implemented according to the approved event plan and ToR requirements; dismantling completed and venue/site returned according to agreed requirements.
3. Post-Event Documentation	After the event / within the agreed timeframe	Professional videography and media documentation; submission of the approximately 2-minute professionally edited final event video and other agreed event documentation.	All final documentation submitted in the agreed quality and format, reviewed and accepted by GIZ.

*The implementation schedule may be adjusted in consultation with GIZ due to **venue availability, security considerations, operational requirements, or other relevant circumstances.***

Any significant change to the approved scope, timeline, event layout, programme, or key service arrangements shall be communicated to and agreed with GIZ in advance.

The contractor remains responsible for completing all agreed deliverables within the contract period.

2.15 Completion and Acceptance

The services shall be considered successfully completed when the contractor has:

- Delivered Marketplace 2026 on 29 November 2026, from 10:00 to 18:00, in accordance with the approved event plan.
- Provided the agreed event infrastructure, technical equipment, business exhibition spaces, activity areas, and staffing.
- Supported the participation of up to 40 businesses, including the agreed open-call businesses.
- Implemented the approved event layout, branding, programme, and visitor activities.
- Provided the agreed entertainment, networking, photography, and videography services.
- Maintained appropriate safety, accessibility, cleaning, waste management, and emergency arrangements.
- Completed setup and dismantling within the agreed schedule and venue requirements.
- Submitted all agreed post-event deliverables including the video and relevant business/event records.

GIZ will review the submitted deliverables and may request reasonable corrections or clarifications where outputs do not meet the agreed requirements. The contractor shall address such comments within the agreed timeframe.

3 Tenderer Requirements

The tenderer shall demonstrate the legal, professional, technical, and operational capacity required to successfully deliver Marketplace 2026.

3.1 Legal and Administrative Requirements

- Be a legally registered company or service provider authorized to operate in the Kurdistan Region of Iraq, with valid company registration and any permits required for the proposed services.
- Provide the required valid registration, permits, and other legal documentation as part of the tender submission.

3.2 Relevant Professional Experience

The tenderer must demonstrate:

- Proven experience in event management and event production.
- Experience organizing public events, exhibitions, marketplaces, fairs, festivals, networking events, or similar activities.

- Experience managing events involving multiple businesses, exhibitors, vendors, or participants.
- Experience coordinating event logistics, technical production, branding, suppliers, and event-day operations.
- Experience working with international organizations, NGOs, public institutions, or development partners is an asset.
- The tenderer shall provide evidence of relevant previous assignments, including client, event/assignment, year, location, scope of services, and duration.

3.3 Technical and Operational Capacity

The tenderer must demonstrate the capacity to:

- Plan and deliver an event of the required scale.
- Provide and manage the required stage, sound, lighting, LED/display screen, power, and technical equipment.
- Set up and dismantle up to 40 business exhibition spaces.
- Develop event layouts and visitor-flow arrangements.
- Provide branding, signage, and visibility materials.
- Coordinate participating businesses and event suppliers.
- Provide qualified event and technical personnel.
- Organize visitor activities and entertainment.
- Provide professional videography.
- Manage setup, event-day operations, and dismantling.
- Implement appropriate safety, emergency, cleaning, and waste-management arrangements.

3.4 Quality and Safety

The contractor shall ensure that:

- All equipment and temporary structures are safe, functional, and appropriate for professional event use.
- Electrical installations and cables are safely installed and managed.
- Emergency exits and access routes remain clear.
- Visitor movement and activity areas are safely managed.
- Appropriate first-aid and emergency arrangements are available.
- The event area is maintained in a clean and orderly condition.
- Safety incidents or significant risks are immediately communicated to GIZ.
- The tenderer shall explain its proposed approach to quality assurance, safety, risk management, and contingency arrangements in the technical proposal.

3.5 Quantitative Requirements

The contractor shall provide, at minimum, the following quantities and services. Final quantities may be adjusted in coordination with GIZ where required by the approved event layout, venue, or programme.

Item / Service	Quantity	Notes
Marketplace event	1	29 November 2026, 10:00–18:00
Participating businesses	Up to 40	Final number to be confirmed
Business exhibition spaces	Up to 40	One space per participating business
Networking cocktail/high tables	10	
Small Stage	1	Suitable for programme and performance
Stage backdrop/branding	1	Subject to GIZ approval
LED/display screen	1	Appropriate for venue and programme
Podium	1	For formal opening
Professional sound system	1 set	Including required microphones and accessories
Stage/event lighting	1 set	Appropriate for venue and programme
Backup power	As required	
Creative workshop tables	4	For arts, crafts, drawing, painting and related activities
Games/competition area	1	
Photo booth	1	Including lighting, operator and instant printing
Traditional music band	1	Subject to GIZ approval
Event Project Manager	1	Main contractor focal point
Event/Logistics Coordinator	1	Preparation and event-day support
Technical personnel	As required	Full technical coverage
Videography service	1	Full/key event coverage
Event support staff	As required	Entrance, businesses, activities and general support
Event setup	1	Completed before 09:00
Event dismantling	1	After the event, according to venue requirements

The contractor shall ensure that the proposed quantities are sufficient for the safe, professional, and effective delivery of the event. Any additional personnel, equipment, or services reasonably required to fulfil the approved event plan shall be identified in the technical proposal.

4 Technical Methodological Concept

The tenderer shall submit a clear, practical and assignment-specific technical-methodological concept. The concept must follow the structure below and address each assessed criterion directly. The percentages indicate the weighting in the technical assessment and total 100%. Simple repetition of the Terms of Reference will not be sufficient.

4.1 Strategy

4.1.1 Interpretation of the Objectives and Critical Examination of the Tasks 20%

The tenderer shall interpret the objectives and expected results of Marketplace 2026 and critically examine the tasks described in these Terms of Reference. The proposal shall demonstrate an understanding of the event's purpose, target businesses, intended visitors, operational context, inclusion and accessibility requirements, and the principal challenges and success factors. It shall explain the results and changes that the event is expected to achieve for participating businesses rather than merely repeating the Terms of Reference. This requirement corresponds to criterion 1.1.1 of the technical assessment grid.

4.1.2 Strategy for Delivering the Services 25%

The tenderer shall describe and justify its overall strategy for delivering all services under section 2. The strategy shall explain how the proposed event concept, venue approach, business coordination, exhibition setup, programme, visitor experience, technical production, branding, communications, accessibility, safety, risk management, quality assurance, sustainability and post-event documentation will form one coherent delivery model. The tenderer shall identify key assumptions, dependencies and contingency measures and show how the proposed strategy is feasible within the contract period. This requirement corresponds to criterion 1.1.2 of the technical assessment grid.

4.2 Processes

4.2.1 Implementation Plan 40%

The tenderer shall present and explain a detailed implementation plan covering all work steps, milestones and deadlines from contract signature through post-event acceptance. The plan shall show task sequencing, dependencies, responsible personnel, coordination and approval points, venue selection and booking, business onboarding, procurement and supplier management, design and production, setup, testing, event-day operations, dismantling and submission of final documentation. It shall include a staffing and deployment plan and shall be consistent with the deliverables and milestones in section 2.14. The tenderer shall highlight the critical path and explain how delays or operational disruptions will be managed. This requirement corresponds to criterion 1.4.1 of the technical assessment grid.

4.3 Project Management

4.3.1 Coordination with GIZ 15%

The tenderer shall describe its approach and procedures for coordination with GIZ throughout the assignment. The proposal shall identify the contract focal point and decision-making arrangements; the frequency and format of progress updates and coordination meetings; processes for submitting plans, designs and materials for approval; issue escalation and change control; document and version management; supplier and subcontractor oversight; and event-day communication and reporting. The approach shall enable timely decisions, transparent progress tracking and prompt resolution of risks and deviations. This requirement corresponds to criterion 1.6.1 of the technical assessment grid.

4.4 Assessment Summary

The technical-methodological concept will be assessed using the following weighting:

Grid criterion	Assessment requirement	Weighting
1.1.1	Interpretation of the objectives and critical examination of the tasks	20%
1.1.2	Description and justification of the strategy for delivering the services	25%
1.4.1	Implementation plan, work steps, milestones and schedule	40%
1.6.1	Approach and procedure for coordination with GIZ	15%
	Total	100%

5 Requirements on the Format of the Tender

The tenderer shall submit its offer in accordance with the requirements set out below:

- Technical proposal: The tenderer shall describe its proposed approach for planning, coordinating, implementing, documenting, and dismantling Marketplace 2026.
- The technical-methodological concept shall follow section 4 and address all four weighted assessment criteria in the stated order.
- Company experience: The tenderer shall provide relevant references demonstrating experience in event management, event production, exhibitions, marketplaces, fairs, public events, or similar assignments. References should include the client, assignment/event, year, location, scope of services, and duration.
- Staffing plan: The tenderer shall provide a proposed staffing structure indicating the roles, responsibilities, and relevant experience of key personnel.