

Bid Notice

All prospective bidders should read this Bid Description. This document describes matters that bidders and successful bidders must be aware of and comply with in bidding conducted by Korea Agro-Fisheries & Food Trade Corporation.

Notice Name	Operation of the Food Promotion at 2026 Summer Fancy Food Show
Bid Closing Date	18:00 EST on April 13th (Mon), 2026
* Inquiries regarding bid and tasks: Lee In Soo, director of aT New York Branch (☎ 212-889-2561)	
* aT New York branch website: atcenteramerica.com	

The Integrity Pact is applied in this contract.

- **Korea Agro-Fisheries & Food Trade Corporation strives to create a transparent and clean contract culture by thoroughly executing the Integrity Pact.**
- * If the Integrity Pact is violated through unfair acts you cannot participate in bids ordered by the Public Procurement Service or public institutions for up to two years.
- **In case of contract-related customer dissatisfaction (abuse of position, unkindness, high-handed attitude, delay in business processing, demand for money, valuables, entertainment, and etc.), please report to the contact information below.**
- * Tel 82-61-931-0411 / FAX 82-61-931-0499



New York Branch

Prior Notice: Please read the following information before checking the notice.

- ① **Bidders must be familiar with the notice** and well acquainted with all matters necessary for Bid before the bidding, such as the special conditions of the contract (refer to the homepage, www.at.or.kr → Notice → Data related to small businesses → Standard form) and established rules of the contract by the Ministry of Economy and Finance (Bidding Notice, general conditions of contract, Criteria for Conclusion of Contracts by Negotiations etc.), Act on Contracts to Which the State is a Party, Public Enterprise Quasi-Governmental Agency Contract Office Rules (laws and established rules, etc. are applied based on the content at the time when the contract is concluded) and it is bidders` responsibility for not being able to fulfill the above lies with the bidders.
- ② If it is **difficult to register for electronic bid and bidding** due to the bidder's insufficient preparation of computer equipment, please **contact the G2B Electronic Bidding Call Center (1588-0800)** 24 hours before the closing time of bidding. Bidders are responsible for all issues that may happen from not making inquiries. (However, holidays related to the bidding, such as public procurement offices and electronic bidding sites, are excluded). Especially, in the case of bids opening on Monday, be sure to check by Friday the week before.)
- ③ **Executing and complying with the Integrity Pact:** Since this task is for the integrity contract execution, those who participate in the bidding must know special instructions to bidders of Integrity Pact and special conditions of Integrity Pact in detail for executing the Integrity Pact and then participate in bids. Also, you can check the same subject matter on our public corporation website (www.at.or.kr) "Promotion Center → Notice → Contract Related Data."
- ④ If a contract is not signed or fulfilled without a justifiable reason, or if the major conditions specified in the Bid Notice and contract are violated, you may be sanctioned as an unfair contractor and restricted from participating in the bidding for a certain period under the relevant laws and regulations.
- ⑤ If a contractor who signed a contract with a public corporation **infringes on a third party's patent right or copyright while performing the contract, the responsibility lies entirely with the contractor**, and the public corporation may withhold payment until the related lawsuit is processed.
- ⑥ This bid is a **taxable service**, and if **the exempted taxpayer** wants to participate in the bidding, they must submit a bid with a tax-inclusive amount. When selected as a successful bidder, the contract is concluded after deducting the VAT from the successful bid price (the amount submitted by an electronic bid is considered the amount including VAT).
- ⑦ **Subcontract Report: Subcontracts are not permitted for this task.**
- ⑧ **Payment:** If the contractor (principal contractor) requests the payment of the price (deposit, completed amount, and balance) with which the public corporation placed an order (construction, service, product purchase / manufacturing) and signed a contract, the public corporation will pay within 5 days (excluding holidays) from the billing date unless there are special reasons. Other details are under "General Conditions of Construction Contracts Article 43, General Conditions of Service Contracts Article 27-2, and General Conditions of Purchase (Manufacture) Contracts Article 22-2" of the established rule of Contract.

Bid Notice

1. Bid Information

Bid Name	◦ Operation of Korean Pavilion Food Promotion at 2026 Summer Fancy Food Show	
Service Contents	◦ Operation of Korean Pavilion Food promotion at 2026 Summer Fancy Food Show ※ For details, refer to the Request for Proposal	
Base Bid Amount	◦ USD 60,000 (KRW 88,000,000 (approximately))	
Contents of Operation	◦ Exhibition Address	Jacob K. Javits Convention Center in New York
Contents of Operation	◦ Exhibition Period	June 28th, 2026 ~ June 30th, 2026 (3 days)
Contents of Operation	◦ Food Culture Promotion Hall	550 sqft. (5.5 booth)
Bid Method	◦ General competitive bidding (contract by negotiation)	

2. Bid Schedule

Submission of Proposal	◦ Submission deadline: 18:00(EST) on April 13th, 2026 (Mon) ◦ Submission method: E-mail (limited to arrivals by the deadline based on New York local time) - Submission: newyork@at.or.kr ◦ Submission documents: the operating plan of the Food Culture Promotion Hall, business registration certificate (1 copy each) - Proposal includes company introduction, the performance result of similar services, etc.
Evaluation of Proposals	◦ Evaluation date: Scheduled for April - Operational plan evaluation (80%), price evaluation (20%) - Operational plan evaluation will be conducted in writing
Conclusion of Contracts	Conclusion of contracts by negotiations starting with the first-ranked company as a result of the evaluation

3. Qualifications for participating bid ※ Participants must meet all of the following qualifications.

- Equipment companies with operations in the United States, Canada, or Korea
- Companies that do not fall under Article 76 of the Enforcement Decree of the 「Act on Contracts to Which the State is a Party」 of Republic of Korea
- Companies that are not designated as an unfair company under Article 27, Paragraph 1 of the 「Act on Contracts to Which the State is a Party」 of Republic of Korea

4. Successful Bidder Selection Method

- Final selection after reviewing bidding documents according to the evaluation of bids
- As a result of a comprehensive evaluation of proposals (operational plan evaluation 80% + price evaluation 20%), negotiations are conducted sequentially, starting with the one with highest score.

5. Documents to be Submitted for Participating in Bidding

- Operating plan of Food Culture Promotion Hall (business proposal) (including the general status of companies and past business performance result)
- Business registration certificate

6. Invalid Bid

- This falls under Article 39 of the Enforcement Decree of the Act on Contracts to Which the State is a Party and Article 15 of the Construction Bidding Notice (the Established Accounting Rules).
- If the bid is not received by e-mail (newyork@at.or.kr) by the deadline for submitting bid

documents, the bid will be invalidated.

7. Others

- Before bidding, bidders must be aware of all necessary matters (not attached), such as given the bidding guide and responsibility for not being able to fulfill the above lies with the bidders.

8. Cautions for Exempted Taxpayers

- This bidding is a taxable service, so even if the exempted taxpayers participate, they must submit a bid with a tax-inclusive amount. When selected as a successful bidder, the contract is concluded with the successful bid amount, including tax.

9. Inquiry

- Person in Charge: Lee In Soo (☎ 212-889-2561, E-mail islee68@at.or.kr)

- Service Name: Fancy Food New York 2025 Korean Pavilion Food Promotion
- Contract Period: From the contract signing date to July 28th, 2025
- Contract Method: Limited competitive bidding (contract by negotiation)
- Selection Method: Comprehensive evaluation of proposals (technical evaluation 80 scores + price evaluation 20 scores)
- Required Budget: USD 60,000 (KRW 88,182,000 (approximately))
- Event Summary
 - Title: Operation Services for Food Culture Promotion Hall at 2026 Summer Fancy Food Show
 - The period of event: June 28th (Sun)~ June 30th (Tue), 2026 / 3 days
 - Place: Jacob K. Javits Convention Center in New York
 - Participation scale: 5,750 sq.ft (57.5 booths)
 - Exhibited items: Overall agricultural products such as fresh fruit, ginseng, pastes, forest products, sauces, etc.
- Content of service: Informing the excellence of Korean culture and food to buyers who participated in the largest food fair in the United States and inducing export contracts by promoting a healthy food image.
 - Overall business planning, directing, progress, and event preparation

Mi Jung Yoon, President of New York Branch

Korea Agro-Fisheries & Food Trade Corporation