



Nepal Tourism Board **Terms of Reference (TOR) for Wedding and MICE B2B Event**

Nepal Tourism Board (NTB) is the National Tourism Organization (NTO) of Nepal established to develop, introduce and promote Nepal as an attractive tourist destination. As a part of the fulfillment of the same objectives, Nepal Tourism Board is going to promote Nepal as a Competitive and Value for Money Destination of Wedding and MICE activities. In this context, Nepal Tourism Board seeks for an appropriate and effective Forum/Event where Nepali Trade Companies which are providing services in the areas of Wedding and MICE can have opportunity to interact and make business deal with potential buyers of Wedding and MICE services available in Nepal.

Nepal Tourism Board invites proposal from professional Organizer of Wedding and MICE conference, Congress, Exhibition, Mart, Fair or Similar type of event where Nepal can get a forum for promoting Nepal as one of the best destinations for Wedding and MICE activities. The Event should be organized before 10 July 2019.

The Organizer or Company which organizes the Event for promoting Destinations for Wedding and MICE activities shall fulfill the following requirements:

1. Organize a Forum/Event where promotion of Destination Wedding and MICE activities shall be special activities of the Event and Nepal Tourism Board shall be provided opportunities to promote Nepal as a competitive and Value for money destination for Wedding and MICE services along with opportunities for dedicated B2B sessions between Nepali service providers and potential buyers of Wedding and MICE services.
2. The Forum/Event where Nepal Tourism Board and Nepali Companies can have opportunities, in addition to fulfillment of other requirements, to promote Nepal and Destination Wedding and MICE services online/social media or through other digital means shall be given priority.
3. At least 5 Nepali companies shall be provided space/table to make B2B interaction and business deals with potential buyers of such services.
4. The proposal shall clearly state the number of potential buyers of Wedding and MICE services in the Event.
5. The proposal shall clearly state how the B2B interaction/discussions are held. The proposal shall clearly highlight if there will be pre-fixed appointments for B2B discussions or it will be based on the footfalls in the Nepal Pavilion. The Proposal has to clearly state how the B2B sessions are organized.
6. The proposal shall clearly state if there is any opportunity to make contact with the buyers who could not make discussion with Nepali companies during the Event.
7. The proposal is expected to include all other opportunities, if any, to promote Nepal in the Event along with opportunities for building relationships between Nepali service providers and buyers of Wedding and MICE activities.
8. The proposal shall clearly state the cost of participating the Event along with terms and conditions.
9. The proposal shall include profile of the Organizer/Event.

If you are interested to propose for any appropriate Event/Forum providing services as per the above requirements, please upload your proposal in tenders.welcomenepal.com by the deadline given in the website. For further query, if any, please write to us at npokharel@ntb.org.np;

krtimalsena@ntb.org.np, rregmi@ntb.org.np and cc to ceo@ntb.org.np, nandy@ntb.org.np; and spanta@ntb.org.np. Also sign this TOR and upload it along with your proposal.

We have read and understood the terms and conditions of the TOR. We shall abide by the terms and conditions of the TOR if selected for the Event.

Received by:.....

Organization:

Signature:

Date & Stamp: