

# SUPPLY TO USA PAVILION

## VIP & RETAIL AREAS



VIP & Retail Contractor

15 September 2009



# IVG

A specialist World Expo services provider, established in 2004.

Providing services to 3 pavilions at World Expo 2010.

A joint venture between IMG America and Calibre Management International.





# OVERVIEW

IVG is the contractor appointed to manage the VIP and Retail areas at the USA Pavilion.

Delivering a superior experience in these areas will require assistance from quality providers.

The USA Pavilion has secured a number of leading sponsors to fund and assist in its participation at World Expo 2010.





# OVERVIEW

Where sponsor products and services cannot be utilized, IVG is seeking quality USA providers operating in China to provide the required supplies.

In planning for the procurement of supplies to these areas, IVG has sought the assistance of AmCham to source providers of the required supplies.





# OVERVIEW

The main opportunities for suppliers are in the areas of:

- VIP Functions
- Public Food outlet
- The Souvenir Shop





# GOALS OF PROCUREMENT

- To supplement areas where sponsor products do not match IVG's requirements
- To secure a selection of organizations in Shanghai which supply and source USA products
- To secure supply on suitable commercial terms





# GOALS OF PROCUREMENT

- To showcase high quality USA produce to guests and visitors to the Pavilion
- To secure a selection of USA made goods at various price points
- To source unique USA designed products which are manufactured in USA or China



# PROCUREMENT PROCESS

IVG will consider the following when selecting potential providers:

- Experience and capabilities within the Shanghai/Chinese market
- Quality and suitability of the proposed supplies
- Commercial terms
- NB – Preference will be given to suppliers who offer a Value In Kind contribution





# VIP

## Examples of goods for VIP:

- Meat & Seafood
- Dairy products
- Wine & Beer
- Crockery, Linen & Glassware
- Kitchen Equipment and Supplies





# PUBLIC FOOD OUTLET

Examples of goods for the Public Food Outlet:

- Meat & Seafood
- Dairy products
- Wine & Beer
- Candy & Confectionary
- Native Flavors & Spices



# SOUVENIR SHOP

Examples of goods for the Souvenir Shop:

- USA made and designed goods at various price points
- Gifts & Souvenirs
- Personal Items  
(eg. Cosmetics & Household items)
- Clothing  
(eg. T-shirts and Fashion items)



# PROCUREMENT PROCESS

IVG will source supplies via:

- Sponsors of the Pavilion
- Submissions of the required documentation from the AmCham procurement information session
- Referrals from Pavilion stakeholders
- IVG resources and contacts



# PROCUREMENT PROCESS

An outline of the process:

- Information is available from today on the AmCham website – [www.amcham-shanghai.org/usapavilion](http://www.amcham-shanghai.org/usapavilion)
- Submissions are due by 12 October 2009
- IVG will receive and assess each application and contact potential suppliers directly
- Any queries contact: [USApavilion@ivgroup.org](mailto:USApavilion@ivgroup.org)





# SUMMARY

IVG welcomes input and assistance with the procurement of supplies needed for the USA Pavilion.

We look forward to providing a sales and exposure opportunity to a number of high quality USA providers at this extraordinary event.





*“The Shanghai Expo offers an unprecedented opportunity for U.S. companies and organizations to hoist their flag in one of the most important centers of world commerce and an important cultural center.”*

**Hillary Clinton**

**U.S. Secretary of State**

