

# Expression of Interest

Ministry of Industries & Production (MOIP), Government of Pakistan, is working to develop infrastructure for fruit & vegetable juice production & packaging for generation of economic activity, capacity building of human resource, creation of employment opportunities and employment of women in the under developed region of Southern Punjab. To achieve the objective Government intends to establish facilities to utilize the pulp of fresh fruits & vegetables for juice production, packaging, and research & development for new/improved juice products under the project "Juice Producing & Packaging Line for Fresh Fruits & Vegetables." Through this initiative the Government plans, other than skill development of human resource and regional economic revival, to create a strong presence in domestic & international markets for value-added fruits & vegetable products. The project is designed on the Public-Private Partnership concept by sharing equity and management.

Expression of Interest (EOI) is invited from the interested private sector parties for the purpose of pre-qualification. Firms/companies with the following minimum qualifications are requested to apply:

1. The firm/company is duly registered/incorporated with the concerned authorities for 5 years or more.
2. The firm/company is duly registered with the concerned Tax authorities for 5 years or more.
3. The firm/company must establish to the satisfaction of MOIP its track record of relevant experience. The firm/company is required to have sound understanding of Industry issues, strengths, weakness & opportunities, technology usage & innovation in the industry, best practices & international standards of Fruits & Vegetable Products.
4. The firm/company must have its base in Pakistan. Marketing setup abroad for export readiness will be an added advantage.
5. The firm/company must have financial net worth of around 110 Million Pak Rupees.
6. The firm/company is in a position to move its top management to Southern Punjab.
7. The firm/company establishes to the satisfaction of MOIP its financial and professional capability to manage the project in line with the Government objectives.
8. The firm/company must have in depth understanding of the new production techniques and potential export markets for the Fruits & Vegetable products.

Interested parties may submit their Expression of Interest duly supported with authentic documents, a non refundable processing fee of Rs. 50,000, and a refundable deposit of Rs. 1,000,000 (One Million) in favor of SMEDA through bank draft/pay order. Interested parties should send their Expression of Interest in sealed envelopes within 15 days of the publication of this advertisement i.e. on or before December 16, 2010 by 11:30am at the following address. EOI will be opened on the same day at 3:30pm in presence of the bidders. Copies of the Project PC-1 document can also be obtained from the given contact details. This tender is also available on PPRA website: [www.ppra.org.pk](http://www.ppra.org.pk)

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