

# IWA Water and Development Congress & Exhibition 2021

## Guidelines for Venue Proposal

April 2019

## A. Introduction

---

The IWA Water and Development Congress & Exhibition (WDCE) is the biennial global event on water solutions for developing and emerging countries. It is conducted every 2 years in a lower or middle income country attracting up to 1200 delegates and participants. It fulfils many roles including, but not limited to:

- Setting agendas on water and sustainable development that bring together practice, technology and science together with policy discussions
- Promoting the art, science and leading practice of water solutions and management.
- Providing a venue for IWA members, participants and all those interested in water management in developing countries and emerging economies to network and meet
- Bringing key IWA constituencies together for collateral meetings and events.
- An opportunity to promoting IWA membership.

As a major showpiece for IWA, it is critical that IWA – through its Board of Directors and Executive Director – maintain appropriate control over the conduct of the event.

Accordingly, The WDCE is organized by the IWA team in close collaboration with a local partner(s). Therefore, it is critical that IWA – through the Secretariat – maintains appropriate control over the conduct of the event.

To ensure the necessary degree of alignment between IWA and the local partner, it is essential that the local partner is a financially viable entity, has a strong local presence and network of water professionals, and high reputation among water and development professionals.

## **B. WDCE Selection and Procedure Overview**

---

### **Phase One: Regional selection and proposal development and selection within the prescribed region**

#### **1. Call for Statements of Interest from Venues**

IWA Head Office (IWAHQ) issues an invitation for preliminary expressions of interest to host the IWA Water and Development Congress & Exhibition in 2021 from IWA Governing Members and other partners in lower and middle income countries.

#### **2. Receipt of Statement of Intent to Propose**

Receipt of Statement of Intent to Propose to host the IWA Water and Development Congress & Exhibition in 2021 is to be received by IWAHQ within the specified time limit.

#### **3. Call for First Round Proposals**

IWAHQ issues the proposal instructions and pro-forma framework agreement to would-be proposers.

#### **4. Receipt and Evaluation of the First Round of Proposals**

The secretariat undertakes screening and evaluation to ensure that proposals meet the minimum requirements for hosting the congress and consults with the Board to develop a shortlist.

#### **5. Development of Preliminary Short-List of Proposals and Site Visits**

Proposers are preliminarily short-listed by the IWA Secretariat and Board. Site visits of those locations that have been short-listed are conducted based on submitted proposals. All aspects of the proposal and proposing entity are considered in the course of preparing for, and conducting site visits.

#### **6. Development of a Final Short-List of Proposers**

If through the site visit process, it is determined that a short-listed candidate is not institutionally or financial capable of hosting the IWA Water and Development Congress & Exhibition, the IWA Secretariat in consultation with the Board of Directors eliminates such a candidate from further consideration.

#### **7. Call for Best and Final Proposals**

Remaining short-listed candidates are asked to submit “best and final” proposals. In issuing the request for best and final proposals, the IWA Secretariat seeks to achieve proposals that are comparable on key dimensions. Proposals that are inconsistent with the basic terms of the pro-forma Framework Agreement provided to proposers at the beginning of the process (Step 4) are regarded as non-responsive and are eliminated from further consideration.

## **8. Development of Recommendations for the Board of Directors**

The secretariat undertakes an evaluation and comparison and reports its findings to the Board. The Secretariat also consults the Governing Members and solicits their preference by an online survey based on the executive summaries of the proposals.

## **9. Selection of Preferred Candidate from the Final Short List**

The preferred candidate is decided by the Board. The Board's decision is based on the Best and Final Proposals, the evaluation by the secretariat, consideration of the preferences expressed by the Governing Members, and from presentations by and question and answer sessions with each of the shortlisted candidates.

## **Phase Two: Negotiation and endorsement of Framework Agreement**

### **10. Negotiation of a Framework Agreement**

Once the negotiation process is complete and a successful framework agreement is reached, then that venue is formally designated as the selected venue.

## **Phase Three: Reaffirmation of intentions and qualifications**

### **11. Update Framework Agreement and Overall Budget**

The framework agreement, negotiated at the time of final selection, is updated and a project budget agreed. Failure to reach agreement on these points would also be grounds for termination/de-selection.

### **12. If Necessary, Initiate Termination/New Selection Process**

To ensure that institutional and personal circumstances are still acceptable to IWA (and/or to the local partner), an "off-ramp" would be created that would allow termination/de-selection if the changed circumstances were deemed critical and for which no mitigation path could be mutually agreed. Obviously making a change in the venue/partner at this point in the process would not be desirable for either party. However, it would be possible and could be required.

## **Phase Four: Pre-Congress planning and contract development**

### **13. Finalise Responsibility Matrix**

IWA, through its Board of Directors and its delegate, the Executive Director, has overall responsibility for the conduct of the IWA Water and Development Congress & Exhibition in 2021. Within that context, the organisational responsibilities of the parties can broadly be divided as follows:

- IWA is responsible for the overall project management, scientific and technical programme, the exhibition and international sponsors
- The Local Partner provides advice for local arrangements and suggestions for issues of local interest considered in other aspects of the 2021 WDCE. Roles for the local partner will typically include:
  - Promoting and marketing of the 2021 WDCE locally and regionally;
  - Securing sponsorship from local sources;
  - Facilitating exhibition sales to local stakeholders;
  - Liaising with the local Government and other key stakeholders;
  - Make suggestions and recommendation for technical site tours;
  - Evaluating and recommending social events and related venues;

- Facilitating opportunities for the local and regional water sector to participate in the 2021 WDCE through papers, workshops and side events, including pre and post Congress workshops or the like in the region;

There will be many areas where collaboration and joint efforts will be required between IWAHQ and the local partner, especially in co-operating on Sponsor and Exhibitor sales.

#### **14. Formally Establish the Congress Joint Organising Committee**

The WDCE Joint Organising Committee is typically comprised of between 4 and 6 people and includes the Congress Director from IWAHQ, the Congress President and other individuals key to the oversight and management of the Congress.

#### **15. Develop and Formally Agree on the Final Budget**

The Congress budget is divided into three enterprises: conference, exhibition and sponsorship, with separation of finances between each, and elimination of implicit subsidies between one another.

#### **16. Develop Necessary Contracts**

The principal contracts to be negotiated are:

- The Framework Agreement with the local partner;
- The DMC (destination management company) contract between the DMC, local partner and IWA; and
- The contract with the venue.

## **C. Time Line**

---

<b>25 April 2019</b>	<b>Call for Statements of Interest</b>
<b>30 May 2019</b>	<b>Receipt of Statement of Intent to Propose</b>
<b>1 June 2019</b>	<b>Call for First Round Proposals</b>
<b>30 July 2019</b>	<b>Receipt of First Proposals</b>
<b>5 Aug. 2019</b>	<b>Notification of Short-List of Proposals</b>
<b>20 Aug. – 5 Sept. 2019</b>	<b>Site Visits of Short Listed Venues</b>
<b>10 – 30 Sept. 2019</b>	<b>Consultation with Board of Directors</b>
<b>1 October 2019</b>	<b>Call for Best and Final Proposals</b>
<b>20 November 2019</b>	<b>Receipt of Best and Final Proposals</b>
<b>December 2019</b>	<b>Selection of Preferred Candidate by Board</b>
<b>23 March 2020</b>	<b>Framework agreement negotiated and signed</b>

## D. Key Selection Criteria

The following are eleven key criteria against which all bids to host the WDCE will be evaluated. The criteria are listed together with explanatory notes. Also included are advisory notes to guide local partner responses.

Restating what has been said elsewhere, the WDCE is not just a conference, it is IWA's main meeting to bring together members and partners around issues of relevance for lower and middle income countries. IWA wants the Development Congress experience to encourage members' commitment to the Association and to make them want to attend future events. They must enjoy the overall experience - strong technical quality, good social programme, interesting city/country, friendly welcoming atmosphere, efficient organisation, a feeling of good value for money.

The successful venue will be that which, on balance, best satisfies the majority of the different requirements set out below.

### 1 Capacity to Organise the Congress

- a. Strong local partner and organisation committee with good organisational resources.
- b. Previous experience of large complex conferences.
- c. Support of all sections of the water industry in the country - utilities, manufacturers/suppliers, government, research/academic, consultants in both the water supply and wastewater sector.
- d. Good financial sponsorship prospects.

Note: The Congress is a large, complex event. There will be 700-1000 delegates, 100-200 exhibition staff and 400- 500 visitors to the exhibition. The event comprises:

- o conference with high level plenary key-notes and panels, agenda setting leadership forums and/or summits, 6 parallel sessions, 100 scientific posters, workshops, panel discussions, half-day and one-day visits to technical installations;
- o exhibition/trade show of 500-700m<sup>2</sup> of space sold;
- o social programme for pre- and post-conference technical and tourist tours;

The local partner plus the city's and country's support infrastructure (the local water industry, professional conference organisers, hotels, transportation, restaurants, travel and hotel booking agents, tourist industry must all be adequate to cope successfully).

Advice: Local partners should state how they meet criteria (a) to (d) above including what sponsorship, in cash or in kind (eg sponsorship of reception or part of conference dinner) they can provide for the IWA Water and Development Congress & Exhibition. Suitable PCO/DMC firms with experience of large international events must be available in the country and evidence of this should be provided.

### 2 Strong Support from local Delegates

A minimum of 300 delegates from the host country or from the host country plus immediately adjacent countries is essential.

Notes: IWA rotates WDCE venues to different continents to allow maximum opportunity for water professionals from around the world to attend. If very few local delegates are able to attend, for whatever reason, this limits the effectiveness of hosting the WDCE there.

Advice: Local partners must provide convincing evidence that 300 plus local delegates will attend, eg statistics from comparable previous events. If this would involve a lower local registration fee then this must be stated together with the level of local fee in Euros.

### **3 Attraction of the Venue to Overseas Delegates**

The venue should be attractive to both overseas and local delegates and accompanying persons.

Notes: IWA seeks maximum delegate attendance at the WDCE for reasons of attracting as many participants and members as possible to get together (many overseas delegates are members), to maximise the cost effectiveness of the event and to maximise its impact in sharing expertise with as many professionals as possible worldwide.

Advice: If the proposed venue is a popular conference city the local partner should provide independent evidence of this. If not then the local partner should set out convincing advantages of the proposed city as a visitor destination.

### **4 High Quality Convention/Exhibition Centre**

Complex events like the IWA WDCE need a large, flexible, purpose-built convention centre, which is conveniently located to hotels, shopping facilities and restaurants. The following are IWA's basic requirements of the convention/exhibition centre:

- a. Auditorium for Opening, Closing Ceremony and Plenary Keynote Sessions – 500 minimum capacity, but preferably 750 or above.
- b. Sufficient break-out rooms for 6 parallel oral presentation sessions. Minimum recommended capacity 100 Pax theatre style for each room, and at least 3 rooms with 150 or more Pax theatre style.
- c. Adequate space to display simultaneously 200 scientific posters, with sufficient space to move around and view the posters.
- d. A minimum of 6 smaller meeting rooms minimum 30 Pax theatre style, 25 Pax boardroom style.
- e. Rooms and equipment for author slides and power point presentation preparation, adequate for a 6 parallel session conference.
- f. Secretariat and Committee meeting rooms.
- g. Simultaneous translation facilities (for local delegates if required).
- h. Exhibition/trade show space – 3,000 m<sup>2</sup> gross space for 700 m<sup>2</sup> space sold with all normal exhibition services and good access for exhibitors' goods. It is a good idea to have coffee, lunch facilities, etc in the trade show area to help maximise visitor attendance.
- i. Easy access to convention centre from hotels, by walking, metro or subway, tramcar system etc. If this is not possible then a shuttle bus service may be required and this should be indicated.

Advice: The local partner should provide data to answer the above requirements, including a location map of the convention centre and a map of it in relation to the city centre, airport and probable main hotels and guest houses, etc. If shuttle bus transportation is needed, an outline plan (eg number of buses, timings) is requested. If the convention centre is not big enough please indicate how a combination of facilities in nearby hotels could meet the requirements.

## **5 No Entry Barriers to Bona Fide Delegates**

IWA requires that all bona fide delegates, from any part of the world must be able to obtain a visa or entry/exit permit without undue bureaucracy.

Advice: Local partner must provide a general statement of visa requirements plus a list of any countries for which special visa requirements apply and what these are.

## **6 Overall Affordability for Delegates**

The WDCE should be affordable to delegates from a wide range of economic backgrounds.

Note: WDCE attendance costs include: air fare, registration fee, hotel, eating and general subsistence. For delegates from higher income countries, few venues will present a cost problem. For others, hotels, local transportation and eating costs may be a problem.

Advice: Local partners should provide indicative costs per day for a delegate attending with reference.

## **7 Technical Facilities to Visit**

WDCE delegates like to visit interesting technical installations and organisations (which should not involve long journeys) on half- and one-day visits. Ideally a wide range of interesting water installations should be available within reasonably short distance of the venue city.

Notes: The technical installations can include water and wastewater treatment plants, urban storm drainage and flood control installations, control centres, research facilities etc.

Advice: Local partner should list briefly up to 6 possible technical visits with an indication of distances from the venue city.

## **8 Venue Easily Accessible by Air from all Parts of World**

Ideally the venue city will have an international airport with good connections to major cities worldwide. Failing this there should be good air connections between the main getaway airport in the host country and the venue city.

Advice: Local partners should give details of connecting flight frequency and duration between getaway airport and venue city if the latter lacks an international airport.

## **9 Financial Contribution to IWA**

The Congress is a substantial undertaking both logistically and financially. The local partner should demonstrate the extent of financial underwriting that will be available to support it until Congress revenues become available.

Further, IWA has set a target of:

- Covering its own internal costs as well as outgoings
- Recovering the cost of funds invested in the lead-up to the Congress

IWA will agree to a surplus share arrangement with the local partner that recognises the level of investment/risk undertaken by the partner.

Notes: Congress revenue sources include delegates' registration fees, exhibition income, and sponsorship (in cash or in kind).

Advice: Local partners must advise IWA on any financial aspects special to their country, eg non-recoverable value added tax or sales taxes on goods and services bought in the country, or on registration fees; problems, eg (currency restrictions), moving financial surplus out of the country.

## **10 Site Visits and Inspections**

Three key representatives from the IWA Secretariat will visit a potential venue city for 1-2 days. The intention is: to meet the Governing Member committee, likely Congress president, chair and any members of organising committee; view the convention centre (congress and exhibition areas) and make a very quick tour of the city to ascertain its connections to convention centre etc; view a selection of hotels from luxury to low cost; and discuss the Congress organisation with all interested parties.

Potential host cities are expected to cover the costs of travel and accommodation costs in visiting the venues of potential host cities. Every endeavour will be made to minimise these.

Advice: Many convention centres have budgets to cover the cost of inspection visits and/or the likely main Congress hotel will often provide 1-2 nights' free accommodation. Include a suggestion of possible dates and agenda for the site visit with your bid.

## E. Costings Required

In order to compare the various bids, local partners are asked to provide the following indicative cost details (please use € EURO).

- a. Cost of hiring congress venue – session rooms, exhibition space and other related costs.
- b. Tea/coffee/lunch costs per delegate per conference week.
- c. Hire of audio visual equipment and technicians.
- d. Hire of poster panels for scientific posters (200 units.)
- e. Cost of Shell scheme for Exhibition
- f. Temporary staff (hosts and security).
- g. Signs and decorations (banner, flowers, etc).
- h. Shuttle bus transportation to/from hotels/conference (if required).
- i. Typical hotel costs per night:
  - 4 star
  - 3 star
  - Guest House/Hostel (eg student, hostel or similar)
- j. If convention centre is far from hotels, typical single journey cost of:
  - public transport (eg metro, bus - state which)
  - Taxi
- k. Value Added Tax/Sales Tax  
Is there a value added tax/sales tax in your country?  
If YES would this apply to all goods and services provided in connection with the congress?  
If NO please say whether any goods and services would be liable to the tax and which  
Provide information on how VAT can be managed for the event.
- l. Taxation 1 - are registration fees are subject to tax (value added or sales tax) or not?
  - if YES at what percentage rate?
  - if YES is this tax recoverable?
  - if YES, how?
- m. Taxation 2 - would any financial surplus be liable to corporation (or similar) tax
  - if YES at what rate?
  - if YES would IWA's non-profit status enable it to avoid or mitigate the tax payable?
  - if YES please state how?

- n. Currency Restrictions
  - Are there any restrictions on currency movements into and out of the country?
  - if YES please give details
  
- o. Sponsorship income
  - Estimated total cash
  - Other sponsorship in kind, please give details
  - Likely sources of sponsorship - please indicate in general

## F. Instructions to Bidders

---

Bid documents are required to follow the numbering and layout outlined in the selection criteria. (A template has **not** been prepared for this purpose – bidders should prepare their own document.)

Bidders are encouraged to provide any additional data or information that will assist IWA in making its decision. Note: Bidders must be a Governing Member of IWA in good standing or an organisation with previous or existing agreement (for example an MoU) with IWA.

1. Read the Guidelines for Venue Proposal. This document incorporates the Key Selection Criteria.
2. Your Bid Document should follow the numbering and layout outlined in the Key Selection Criteria and Costings Required.
3. Complete and sign the attached Warranty and Undertaking.
4. Bid Documents should comprise:
  - Two printed copies
  - One electronic copy
5. All correspondence and any questions of clarification should be sent to Mr Joao Grilo.

Mr Joao Grilo  
Global Events & Awards Director  
International Water Association  
Anna van Buerenplein 48, 11th floor  
2595 DA Den Haag  
The Netherlands  
Mob: + 31 6 29027459  
Email: joao.grilo@iwahq.org

## G. Warranty and Undertaking

---

To Executive Director  
International Water Association  
Alliance House, 12 Caxton Street  
London, SW1H 0QS, UK

(IWA)

From \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Bidder)

In consideration of IWA considering our bid to host the 2021 IWA Water and Development Congress & Exhibition (Congress), the Bidder hereby warrants and agrees that:

1. The contents of the Bid Document are true and correct in all material respects.
2. There are no other facts or matters that might reasonably be required by IWA that would materially affect a decision by IWA.
3. That IWA has absolute discretion in the decision on where to locate the WDCE and the WDCE may be awarded to a bidder other than on financial considerations or it may not be awarded to any bidder.
4. The Bidder will, if successful, sign a Preliminary Congress Framework Agreement in the form provided by IWA.

Signed for and on behalf of Bidder:

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Position \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_