

**Expression of Interest for Pre-qualification
for**



**Development of Amusement Park at Finance &
Trade Center, Johar Town, Lahore under Joint
Venture/Concession basis**

**Lahore Development Authority
Lahore**

**467-DII Johar Town Lahore, Pakistan
Tele: + 92 42-99262256**

5 May 2014

LETTER OF INVITATION

Dear Sir/Madam,

This is with reference to the notice inviting Expression of Interest for Pre-qualification of Firms/Companies/Associations/Consortia (Party) for Development of an Amusement Park at Finance & Trade Center, Johar Town, Lahore, measuring approximately 74 Kanals, on Joint Venture/Concession basis under "The Management and Transfer of Properties by Development Authorities Ordinance, 2014" (available at Punjab Portal; <http://punjablaws.punjab.gov.pk/>). Open competition will be held between prequalified competitors using two-stage two-envelope process.

Directorate of Estate Management, Lahore Development Authority now issues this Pre-qualification Document (PQD) in order to shortlist the Party, who have the necessary financial strength, technical competence and experience to undertake the development of this recreational project.

Interested parties are requested to provide documentation on forms attached with this document to enable the Directorate of Estate Management, Lahore Development Authority, to shortlist the interested parties. Only the pre-qualified parties shall be issued RFP / Tender documents for submission of the Technical and Financial Bids for the project.

Pre-qualification forms duly signed and sealed on each page should reach the office of the undersigned latest by June 10, 2014.

Akbar Nakai
Director Estate Management - I,
Lahore Development Authority
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1. **Project Background**

Lahore Development Authority is working on a number of projects to develop Lahore into a modern and progressive city. While doing so, care is being taken to preserve the city's rich cultural heritage, natural beauty, green spaces and the infrastructure that any modern and progressive city should have.

Among the several initiatives being undertaken by the Lahore Development Authority, one major initiative that has been taken is to optimize the value of its existing land banks, provide landmark facilities and to utilize these to fund some of its infrastructure development projects. At the same time, LDA is conscious that it also needs to leave spaces open for recreational activities and has therefore allocated space in the Finance & Trade Centre hub in Johar Town for development of a Theme Park.

LDA management believes that providing such a facility adds to the value of the overall development mix in the surrounding area. The theme park and recreation centre would provide the residents of Lahore and Johar Town in particular, visitors at the Expo Centre and other visitors and shoppers to the area a place for recreational activities. LDA therefore seeks to invite private developers with in-house expertise or technical experts as part of their team, who can design, finance, develop, operate and maintain this recreational area on a long term basis.

2. LDA's role in the project and incentives for developers

LDA intends to award a concession for the development of a theme park at Finance & Trade Centre district in Johar Town, Lahore. The purpose of engaging private sector in this process is to enable technically sound and commercially viable operating model for the development and operation of the facility. Selected developer and operator shall be expected to provide the best mix of recreational activities, taking into consideration the planned developments in the area.

LDA wishes to engage the private sector for bringing their capital, experience and expertise in development and operation of theme parks/amusement parks and other recreational activities by entering into a joint venture arrangement with LDA. The JV partner shall be expected to take the lead role in designing, construction, financing, marketing, operating and maintaining of the proposed project. LDA, as land owner and regulator, plans to offer the project land under a long term concession and shall also provide a facilitating role.

In order to bring in the aforementioned expertise and capital, LDA is starting the development process by inviting the parties having financial strength, experience of construction, development and operation of leisure and recreational centres, hospitality and real estate projects. Interested parties, lacking necessary experience may consider forming consortia with other parties to further strengthen their eligibilities.

LDA's participation would be in the form of provision of prime land under concession and extend its support as city development authority to create enabling environment for projects at these locations. Other financial arrangements such as allocation/sharing of revenues such as gate fees and parking charges or of park maintenance costs shall be agreed upon.

3. Basic Data and Information

Amusement Park FTC Center, Johar Town

Amusement parks in Lahore are not only limited in number they also lack in quality and facilities. The proposed amusement park in Johar Town Lahore will have access to a huge untapped market. The location is central to many housing societies of Lahore such as WAPDA Town, Faisal Town, Johar Town and Model Town. It is at a distance of 3 kilometers from Thokar Niaz Baig interchange and close to Canal Road, Southern Bypass, Motorway, and other intercity roads for facilitating easy movement within and outside city. The FAR for this plot shall be as per building bylaws of LDA.



Salient Features:

- An amusement park conforming to international standards in close proximity of prime residential and commercial zone
- Development of high quality miniature golf course, roller coaster, Ferris wheel and other state of the art joy rides
- Provision of ample parking space for the visitors of the park
- Provision of much-needed family recreational facility in Lahore

4. Pre-qualification Documentation Package

The following documents and information shall be provided by each applicant to be considered for prequalification for the project. Please refer to the Evaluation Criteria for further information:

1. Name, Contact details and profile of the Party (Appendix 2)
2. Legal status of the Party, organizational structure and nature of business operations (Appendix 2)
3. Financial standing of the Party, duly supported by last 3 years financial statements, audited or certified by a reputable audit firm. (Appendix 3)
4. Banker's certificate regarding credit worthiness and available credit lines to the Party.
5. Details of previous experience or similar projects undertaken by the party in the last five years, including information on project value, project location/country, size, capacity. Interested firms should preferably provide evidence of experience of similar projects with the same or greater value/size. (Appendix-4)
6. Endorsements or references by previous clients confirming the successful performance on previous projects. The endorsements should preferably confirm the value and dates for the projects.
7. A certificate/ affidavit that party is not blacklisted by any Government/ Public Body/Authority;
8. Any other information in support of capability and experience of the party.

5. Evaluation Criteria

The evaluation criterion is principally based on the factors considered of critical importance to the project by Lahore Development Authority. Evaluation will be done on a scale up to one hundred (100) points. The applicant securing a minimum of 60 marks will qualify for issuance of Request for Proposal. The evaluation factors and allocated marks are narrated hereunder:

Evaluation Criteria

Description	Marks Allocated	Total Marks
1. Applicant's Credentials and Track Record		20
Years of Operation (<5 Years = 0 points, 5 Years or more = 5 points)	5	
International affiliations/collaborations/memberships	5	
Completion of Projects (Real Estate/Recreational project worth at least PKR 500m in present terms) (<1 = 0 points, 2 points for each completed project subject to maximum ceiling)	10	
2. Financial Standing		50
Annual Turnover (< PKR 200m = 0 points, PKR 200m to PKR 500m = 5 points, PKR 500m to PKR 1000m = 10 points, >PKR 1000m = 15 points, aggregate of consortium members)	15	
Net Worth (Total assets-total liabilities) (< PKR 500m = 0 points, PKR 500m to PKR 1,000m = 5 points, PKR 1,000m to PKR 1,500m = 10 points, >PKR 1,500m = 15 points, aggregate of consortium members)	15	
Aggregate capital cost of the Projects (Hospitality/Tourism) developed over the last 10 years (<PKR 1,000m = 0 points, PKR 1,000m to PKR 2,000m = 5 points, <PKR 2,000m to PKR 5,000m = 10 points, >PKR 5,000m = 15 points, of any 1 consortium member)	10	
Capital cost of the largest (in financial terms) related recreational Project developed over the last 10 years (<PKR 500m = 0 points, PKR 500m to PKR 1000m = 5 points, >PKR 1,000m to 1,500m =10 points, >PKR 1,500m=15 points, of any 1 consortium member)	10	
3. Relevant Experience		30
Real Estate, hospitality or recreational projects (with a developed area of 500,000 sq ft or above) developed and operated over past 5 Years(<1 = 0 points, 1=5 points, 2=10 points, >2 = 15)	10	
Projects developed and operated or Technical Partners that have developed and operated recreational projects (with ride count of 20 or above) over past 5 Years	10	
Projects (with value of PKR 1.5 billion or above) developed over past 5 Years (<1 = 0 points, 1-2= 5 points, >2 = 10)	10	
Total		100

Appendix-1

FORMAT FOR LETTER OF PRE QUALIFICATION APPLICATION

Date: _____

Akbar Nakai
Director Estate Management - I,
Lahore Development Authority
467-DII Johar Town Lahore, Pakistan

Dear Sir,

Being duly authorized to represent and act on behalf of _____
(hereinafter referred to as "the interested Party"), and having reviewed and fully
understood all of the qualification requirements and information provided, the
undersigned hereby expresses its interest and apply for qualification for the
Development of Amusement Park at Finance & Trade Center, Johar Town,
Lahore Project.

We are enclosing our Pre-qualification document, in one Original and three
Copies, with the details as per the requirements of the RFQ, for your evaluation.

The undersigned hereby also declares that the statements made and the
information provided in the Pre-qualification is complete, true and correct in every
respect.

Yours faithfully,

(Signature of Authorized Signatory*)
(Name, Title and Address of the Party)

Seal & Stamp

(*Authorized representative should enclose the authority letter)

Appendix-2

GENERAL INFORMATION ABOUT THE ORGANIZATION^{1, 2}

a)	Name of organization <i>(indicate complete legal name of the organization)</i>
b)	Operating name of the organization <i>(if different from legal name)</i>
c)	Country of incorporation
d)	Ownership of the Organization Sole Proprietorship/ Partnership/ Private Limited Company/ Public Unlisted/ Public Listed Company/ Other <i>(please specify)</i> <i>(strike out whichever is not applicable)</i>
e)	Date of establishment/ incorporation <i>(with proof)</i>
f)	Brief description of the business
g)	Details of main business lines/ services/ products offered
h)	Communication address along with telephone and fax numbers
i)	Website
j)	Status in the Project Single Party/ Lead Consortium Member/ Other Consortium Member <i>(strike out whichever is not applicable)</i>
k)	List of stakeholders / members who own 10% or more stocks & their interest in the company
l)	List of current directors
m)	Key Contact Person <i>(indicate their name, designation/ title and contact address along with telephone, fax and email address)</i>
n)	Other key management personnel

o)	International affiliations/collaborations, if any
p)	Professional membership(s), if any
q)	Tax registration number
r)	PEC registration certificate, if applicable

- ¹ *Individual Party may, in addition to the above, attach their company profiles as an annexure to this form*
- ² *In case the consortium comprises of more than one firm;*
- a) The above information shall be provided in respect of each of the firm.*
 - b) Legal instrument indicating partnership arrangements with joint and several liability shall be provided.*

Appendix-3

FINANCIAL INFORMATION SUMMARY

Banking Details <i>(Bank name and branch)</i>		
Paid up Capital ³		
Net Worth ³		
Balance Sheet Totals ³		
Annual Turnover ⁴ Past three years	Year	Pak Rupee
Aggregate capital cost of the Real Estate / Hospitality and Recreational projects developed over the last 10 years	Year	Pak Rupee
Total		
Capital cost of the largest (in financial terms) Hospitality and Recreational Project developed and operated over the last 10 years	Year	Pak Rupee

³ *Based on latest audited financial statements, attach copies*

⁴ *Attach audited financial statements for the last three years. In case of diverse business range, segment revenues for hospitality and recreational business to be provided too.*

