

Scope of Works
for the organization of the *Thai Festival in Moscow 2026*
by Royal Thai Embassy in Moscow
Financial Year 2026

Project Name: Thai Festival in Moscow 2026
Agency Responsible: Royal Thai Embassy in Moscow

1) Background and Concept

1.1 The Thai Festival in Moscow was first initiated in 2014 through integrated cooperation among the Royal Thai Embassy in Moscow, members of Team Thailand, and the Moscow City Government. Each year, the festival has attracted great popularity and interest from the public in Moscow, with no fewer than 40,000 attendees over the three-day event. In addition, the Thai Festival has received more than 70 million views across various online media platforms, both domestically and internationally. As a result, it has been included in Moscow’s annual events calendar. The Thai Festival serves as an effective platform for enhancing Thailand’s image, promoting Thai tourism, building networks of Friends of Thailand, and expanding the market for Thai products in Russia.

1.2 Activities at the most recent festival included Thai cultural performances and contemporary shows by Thai artists, demonstration of Muay Thai, Thai costume and fabric fashion shows, Thai massage, exhibition and sell booths of Thai products and services, cooking demonstrations as well as various masterclasses and Thai handicraft workshops.

1.3 This year’s Thai festival will be organized under the theme, “Fun for Sustainable Future: Creative Live and Creative Heartbeat.” In addition to promoting Thailand’s proactive economic diplomacy policy and soft power strategy, the festival aims to emphasize creativity, encourage interaction, and foster mutual understanding between peoples—especially among youths, who will continue to drive the sustainable development of Thai-Russian relations in the future. The festival will feature 4 main activities as follows:

1.3.1 Cultural performances reflecting contemporary Thai identity, such as contemporary Thai and Russian dance, music and DJ performances as well as Thai boxing demonstration and workshops.

1.3.2 An exhibition of Thai Royal Costumes (Chut Thai Phra Ratcha Niyom) and educational activities to promote knowledge, understanding and Thailand’s proposal to register these costumes as UNSECO’s intangible cultural heritage. Activities will include video presentation and interactive simulations of wearing Chud Thai through AI. (The Royal Thai Embassy will provide the exhibition content, exhibition materials and software.)

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1.3.3 Thai costumes and textile fashion show, organized in cooperation with the Moscow Fashion Week team supported by the Moscow City Government, featuring and promoting ready-to-wear collections designed by Thai designers using local Thai materials.

1.3.4 Exhibitions and sales of Thai products, along with demonstration activities and masterclasses, including food, agricultural products, and community-based products such as Thai textiles and Geographical Indication (GI) products, reflecting Thailand's culture, wisdom and creative economy.

2) Objectives

2.1 To promote and build involvement of all parties and introduce Thailand as a country of creativity and innovation to Russian community, without any political implications involved.

2.2 To use "Cultural Diplomacy" as a tool to foster strategies for promoting bilateral relations and cooperation between Thailand and Russia, especially in the areas of economic and people-to-people contacts.

2.3 To introduce new Thai products, goods and services of entrepreneurs, who wish to explore and expand their opportunities in the Russian and Eurasian regional market.

2.4 To empower and strengthen the Thai Community in Russia, providing them with a venue to promote Thai skills and wisdom to the Russian community through various activities and performances.

2.5 To enhance the visibility of Thai youth's potential on the international stage, contributing to multifaceted cooperation between Thailand and Russia both today and in the future.

3) Qualification of Bidders

3.1 The bidder has to be a company legally registered as a juristic person to operate a business in Russia and provide services for organizing events in the form of an event organizer, with work experiences and a portfolio to be presented for inspection.

3.2 The bidder should not be listed on the official list of work abandoners and should not be anyhow affected by an order for a juristic person or other person to abandon work according to the government regulations.

3.3 The bidder has to coordinate with the relevant Russian government authorities and related agencies on behalf of the Royal Thai Embassy in obtaining the necessary permits and carrying out the organization of the festival.

3.4 The Bidder should not share common interests with other bidders participating in the competition and/or should not accommodate their common interests or should not be the person obstructing this fair price competition.

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3.5 The Bidder should pass preliminary qualification screening by the Royal Thai Embassy.

4) Scope of Work

4.1 The organizer has to contact relevant Russian state organizations in order to submit all the necessary papers for holding a public event in Moscow in accordance with Russian laws. The Organizer has to pay the venue fee on behalf of the Royal Thai Embassy, prepare the venue, including the VIP reception area, propose the concept of the venue, decorate the venue, set up the booths for displaying and selling products as well as the venue/stage for the opening ceremony and performance—providing lighting and sound system, by consulting with the Royal Thai Embassy to determine and design the layout of the work in reliance upon safety, the use of space, convenience and aesthetics as well this year festival’s theme, “Fun for Sustainable Future: Creative Life and Creative Heartbeat”, formats, activities, tone and mood. The Organizer has to provide and manage the water and electricity system onsite as well as any necessary equipment such as CCTV cameras. The Organizer has to hold a promotional campaign for the festival suggesting individual advertising plan and following the Royal Thai Embassy’s instructions. The Organizer will have to bear and be responsible for any cost incurred from organizing the event.

4.2 Propose a plan for organizing the event and report the progress continuously to the Embassy throughout event’s preparation and after completion of the project.

4.3 Work details:

Organizing the event means *Thai Festival in Moscow 2026* by the Royal Thai Embassy in Moscow.

The Bidder – the Organizer of *Thai Festival in Moscow 2026* has to complete the following works:

I. Preparation phase

(1) Propose a concept paper showing the whole concept of the event as well as allocate responsibilities of working teams and propose event promotional plan for open public.

(2) Collaborate, negotiate and manage with the venue administration as well as submit any relevant documents for getting necessary permissions from the venue administration, Moscow Government or any relevant Russian agencies for using the venue and conducting activities such as stage and venue decoration, fashion show, Thai boxing, masterclasses, selling Thai products, and cooking demonstration until the completion of all necessary permission processes.

(3) Prepare promotional materials and promote the event through social media platforms and media agencies before and after the Thai Festival. All promotional materials must be approved by the Royal Thai Embassy. Ensure on-site

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media coverage of the event by inviting reporters/ web influencers and assisting them in obtaining the necessary information.

(4) Collaborate with participating private sectors, entrepreneurs and restaurants, artists, and performers taking part in the event.

(5) Finish the process of setting up 1 day before the event and dismantle within 24 hours after the event.

II. Venue set up

(1) Install booths with floor according to the Moscow Government requirements, at least 3 x 3 sq m in size. The Royal Thai Embassy may change the size, formats and number of booths if deemed appropriate;

(2) Provide the common area with the sets of tables and chairs or tables with benches. The minimum number of participants expected is 200-300 persons. Thereafter, the Royal Thai Embassy may change the number and types of tables and seats if deemed appropriate;

(3) Ensure that the stage area is safe for performances, install stage cover flooring to reduce heat and enhance safety, as well as decorate the stage attractively to reflect a Thai identity, as discussed with the Royal Thai Embassy. This should also include the installation of suitable stage lighting for all performances;

(4) Provide technical equipment, sound systems and sound control systems, lighting systems and related equipment, as well as establish safety procedures and guideline in the event of an emergency;

(5) Provide connection equipment between musical instruments and the sound system suitable for various types of instruments, as well as sound control systems capable of supporting backing tracks, microphones, and other technical rider equipment as deemed appropriate by the Royal Thai Embassy;

(6) Provide LED screens and lighting on the performance stage as well as multimedia support during shows and technical breaks;

(7) Decorate the event venue and set up event entrance gates to attract visitors, as well as signs indicating various locations and activities, photo spots, and other decorative elements as discussed with the Royal Thai Embassy;

(8) Assist in designing poster, press walls, entrance gates, navigation signs, badges, invitations, VIP bracelets, souvenirs and online program of the event;

(9) Provide and manage the security guards for the event in accordance with the requirements of Ministry of Internal Affairs for the venues in Moscow: guarantee visitors and participants' safety throughout the event, and stay vigilant in order to prevent any undesirable incidents;

(10) Provide an appropriate number of mobile public toilets, including both VIP and standard units, in compliance with the regulations of the even venue;

(11) Arrange for photography and video recording of the opening ceremony, as well as recordings of the overall atmosphere of the event on each day. A

comprehensive even video suitable for disseminating through various media channels, as deemed appropriate by the Royal Thai Embassy, shall also be produced;

(12) Keep the venue and the equipment used clean, before, during and after the event, and get rid of trash and waste water from the event;

(13) Perform all the necessary preparations at the VIP reception area in the Glass Pavilion including decoration, catering, security, and assuring access control to the location via a list of VIP guests provided by the Royal Thai Embassy;

(14) Prepare contingency plans for various emergency situations, such as providing suitable areas or equipment for vendors and performers in the event of heavy rain or other unforeseen circumstances;

(15) Prepare and distribute badges for the Royal Thai Embassy's team, participants, security, and press on the basis of one badge per person;

III. Works at the Festival

(1) Arrange the opening ceremony in an appropriate manner by decorating the stage and even signage attractively, and by providing stage equipment as well as all related lighting and sound systems. Prepare name badges or access cards for persons authorized to enter the VIP area, and provide seating and refreshments for at least 150 VIP guests attending the event each day.

(2) Provide at least 1 Master of Ceremonies (MC) for the whole event. The MC(s) should have great experience in this profession and be able to speak both English and Russian languages.

(3) Provide personnel for areas with high activity to assist in organizing and holding: masterclasses, exhibitions, autograph sessions, lotteries, AI photo booth activities, etc.

(4) Take photos and record videos of the opening ceremony and the festival on each day. Deliver photos from the opening ceremony on the next day and photos from all days of the event in the delay of 3 days maximum counting from the last day of the festival. Prepare a short comprehensive video clip of about 1.5 minutes on the festival in accordance with the requirements of the Royal Thai Embassy;

(5) Count and report the number of visitors and participants of the festival.

(6) Make survey questions for visitors and participants of the event;

(7) Collect daily selling data from the participating entrepreneurs, importers, and restaurants and report to the Royal Thai Embassy.

(8) The organizer has to be responsible and pay for all the costs related to the venue and event, including water usage, electricity, parking fee for staff, cleaning fee, security guards fee, trash management and venue cleaning costs, as well as other additional costs that might happen before, during and after the event;

(9) If there is any damage cost related to the event and venue, the Organizer has to be responsible for the costs and pay directly to the venue administration or sufferers without any exception.

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IV. Works after the Festival

(1) Provide qualified personnel to effectively support operations in various areas of the event, together with the necessary related equipment, as discussed with the Royal Thai Embassy.

(2) Systematically collect and maintain verifiable statistics related to the event, such as the number of attendees, gender, age groups, occupations, the value of food and beverage sales, the value of merchandise sales, the size of the event area, and other relevant data.

(3) Prepare satisfaction surveys for event participants and vendors, evaluate the performance of the event, and submit a summary report. The proposed survey topics must be submitted to the Royal Thai Embassy for consideration.

5) Works

5.1 The Organizer has to present a work plan/schedule, indicating consistency of every work to the timeframe of the event;

5.2 The Organizer has to procure and install equipment mentioned in Clause 4 of standard quality and as agreed with the Royal Thai Embassy;

5.3 The Organizer has to provide a list of all the materials and equipment used in the installation for Royal Thai Embassy approval before the actual installation;

5.4 The Organizer is responsible for contacting the Russian authorities and getting all the permissions necessary to hold the event from them;

5.5 The Organizer is responsible for installation, dismantling, taking insurance for any possible damages happened during the event, and complying with the requirements of the Russian authorities;

5.6 The Organizer has to provide training for staff assigned by the Royal Thai Embassy and to control, take care and perform related tasks to ensure that the event is organized neatly and efficiently.

6) Place of Works

Moscow Hermitage Garden – a public garden.

7) Time Frame of Works

Thai Festival in Moscow 2026 is scheduled on 31 July-2 August 2026.

8) Delivery of Works

The Organizer has to start the works mentioned in Clause 5 immediately upon signing the contract.

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9) Contacts for More Information

Interested persons can send suggestions, comments expressing their opinion or request additional information in the free form by e-mail thaiembassy.mow@mfa.go.th, or send it to the Royal Thai Embassy in Moscow at 119121 Moscow, Serpov Lane, 6 from 15 May 2026 to 22 May 2026, or inform by phone number +7 495 109 3918.

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