

**CALL FOR EXPRESSIONS OF INTEREST
FOR PARTICIPATION IN A COMPETITION
FOR THE STUDY, CONSTRUCTION, DEVELOPMENT, OPERATION AND
EXPLOITATION OF A
THEMATIC PARK OF PIRAEUS CULTURAL COAST**



JULY 2011

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1. Introduction

1.1 General description of PPA SA

The **port of Piraeus**, the largest port of the country and one of the largest in the Mediterranean, constitutes the nodal point of communication of islander Greece with the Greek and European hinterland and the international centre of transit trade and tourism in Eastern Mediterranean.

PPA SA, a **public anonymous company** aiming at serving public interest, is the central administrative and operational institution of the port of Piraeus.

It operates according to the rules of private economy; it enjoys administrative and economic independence; it operates under the supervision of the Minister of Merchant Shipping and is governed by Law 2414/96 and the Law on Anonymous companies (Codified Law 2190/20), whilst on those matters that no provision is provided in the above laws, the additional and proportional application of prior legislation and particularly of the Emergency Law 1559/50 that reformed the law under which the Organisation was founded (article 1, paragraph 1, subparagraph b, article 2, paragraph 1, case a and article 5 of Law 2688/99) is being established. As one of the Public Corporations and Organisations (DEKO), it is also being governed by the provisions of **Law 3429/2005** (OFFICIAL GAZETTE OF THE HELLENIC REPUBLIC No. A 314/27.12.2005) that regulates the function of Public Corporations and Organisations (DEKO), as well as of the **Emergency Law 1559/1950**, as in effect in each particular time.

On the basis of Emergency Law 1559/1950, Piraeus Port Authority functioned as an autonomous Legal Entity governed by Public Law and has been exclusively responsible for the administration of the port of Piraeus and of Piraeus Free zone (Chapter I, Emergency Law 1559/1950).

By virtue of **Law 2688/1999**, PPA was converted from a Legal Entity governed by Public Law to an anonymous company with the name "Organization of the Port of Piraeus Anonymous Company" and with the distinctive title "PPA SA", (hereinafter PPA).

1.2 Master Plan of PPA development

The herein announced project is included in the plan of development of PPA for 2011. Information relating to projects already being executed is provided herein below, whilst the complete plan is to be delivered by the competent Directorate of PPA during the phase of preparation of the invitations to tender, as well as any other information that will be requested in writing by the interested participants.

1.3 The cultural coast as a distinguished area in the port

With the Report of December 2010 that accompanies the Proposal of the General Layout of the Master Plan for the port of Piraeus was for the first time put forward the objective of PPA for the configuration of the Cultural Coast in the port of Piraeus that includes:

- The creation of a "neighbourhood" complex of Museums, Thematic Park, exhibition spaces and productive art, Park and free communal spaces;

- The creation of a focal locus for education, art and recreation in the heart of the Port, the Haetionian Coast.

The project of the Cultural Coast constitutes one of the most important links in the ambitious chain of a series of large scale interventions in the decennial plan of the more general reform of the Port.

The broader unit of the Cultural Coast of Piraeus Port Authority that is estimated to occupy an area of the order of 150 acres, includes:

- A part of the Haetionian Coast that includes the buildings of the deposits, the building of the Silo and the two reservoirs.
- The current outdoor car parking space located westwards of the entry in the port installations and southerly of Kekropos' Avenue.
- The surrounding space around the Stone Deposit.
- The entire area of the installations in Kastraki region.
- The region occupied by the Fire Brigade.
- The region northerly and along Kekropos' Avenue.
- The region of former PPA and OSE (Hellenic Railways) up to Agios Dionysios and naturally the already existing park of Drapetsona.

The objective of PPA is to make Piraeus a Gate of Tourism and Culture.

2. General environment of the project

2.1 The traffic of passengers in the Port of Piraeus

The port of Piraeus is one of the most important merchant ports of Europe, whilst in the sector of transport of passengers it is the largest port of Europe and the third in the world. It constitutes a nodal point for the coastal connection of islands with mainland Greece, an international centre of cruise, a centre of transit trade for the broader Mediterranean, serving vessels of all types and sizes.

The basic categories of passenger traffic in Piraeus are the cabotage, the cruise, transit passengers and ferry traffic. Concretely, the passenger traffic of cabotage appears that it has matured and does not present particular changes in the course of time, having stabilised at around 11 millions of passengers annually.

Herein below follows a table with the statistical data for the traffic of Domestic and Overseas passengers during the last four years.

Traffic of Domestic and Overseas Passengers							
Number of Passengers							
	2007	2008	Annual Change (%)	2009	Annual Change (%)	2010	Annual Change (%)
DOMESTIC	11.572.678	11.413.843	-1,37%	10.695.228	-6,30%	10.100.697	-5,56%
CABOTAGE	7.752.825	7.852.079	1,28%	7.478.729	-4,75%	7.233.328	-3,28%
ARGOSARONIKOS	3.819.853	3.561.764	-6,76%	3.216.499	-9,69%	2.867.369	-10,85%
OVERSEAS	1.554.747	1.806.583	16,20%	2.028.006	12,26%	1.864.657	-8,05%
CRUISE	417.811	512.597	22,69%	415.260	-18,99%	426.147	2,62%
TRANSIT	1.136.936	1.293.986	13,81%	1.612.746	24,63%	1.438.510	-10,80%
TOTAL	13.127.425	13.220.426	0,71%	12.723.234	-3,76%	11.965.354	-5,96%
FERRY TRAFFIC	8.395.492	8.763.631	4,38%	8.723.709	-0,46%	8.371.064	-4,04%
OVERALL TOTAL	21.522.917	21.984.057	2,14%	21.446.943	-2,44%	20.336.418	-5,18%

2.2 The Congress Centre

The project concerns the construction of a new exhibition-congress centre of a total area of 21.500 m² with a possibility of increase (if required) by 9.900 m² and a cruise center of a total area of 38.300 m², out of which 14.500 m² allocated for commercial uses and 23.800 m² for spaces of restaurants and recreation. The creation of 1800 parking places is also planned at two underground levels underneath the spaces of the complex.

2.3 The Monorail

The project relates to the construction of an infrastructure and the installation of a traffic medium (of the monorail type) peripherally of the Central Port at level +1 (a height of at least 6 m) thereby allowing private vehicles and lorries to pass through the gates of the port. Overall 9 elevated terminals are being planned whilst in the Central Terminal (Port of Alon) there will be provided a connection with the Metropolitan Subway-Athens/Piraeus Electric Railways (ISAP) and Suburban Railway.

2.4 The hotel

In September 2010 PPA SA announced a public international open competition with the Call to Tender No. 7/2010 **“for the concession of use of a part of the area of the port of Piraeus for the study, construction, development, operation and exploitation of a modern 5 star hotel complex and for other uses”**.

The space subject to Concession of Use concerns an area of roughly thirteen thousand (13.000) m² in the Port Area of PPA, in Miaoulis' Coast of the Passenger Port of Piraeus, within which are located the following buildings:

- The building of the pagoda with a ground plan of 8.936 m² is being developed in 4 levels (ground floor – entresol – A and B floor) includes balconies, verandas and stairwells.

The building of the Pentagonal Deposit, which has a total area of 3.230 m² and comprises a hall at ground level, verandas and scales.

The date on which the Competition is being held has been fixed on September 16, 2011.

2.5 The passenger terminals of Cabotage Cruise

The passenger terminals for serving cabotage passengers that operate at present are the following: The Passenger terminal at Vasileiadis Coast, the Passenger terminal at Haetiona, the Passenger terminal at Agios Dionysios and the Passenger terminal at Tzelepis Coast.

The Cruise Central Terminal at Xaveriou region with a total area of around 8.000 m² is provided for serving cruise passengers. Kanellos' Passenger Terminal which at present extends at an area of 3.900 m² is also operating. Following this substantial extension, the passenger terminal will allocate a total area of land spaces of 5.400 m² (the existing terminal extends at 1.500 m²). This terminal will serve considerably the cruise passenger traffic at "Palataki" region wherein mooring of the largest cruise vessels that visit the Port of Piraeus takes place.

3. The General and Specific Characteristics of buildings and of the surrounding space.

3.1 Description of the two buildings

The buildings subject to concession include the following:

- i. **Small Deposit:** Area of ground floor of 1.780 m², five floor building, total area roughly 9.000 m²
- ii. **Large Deposit:** Area of ground floor of 3.000 m², five floor building, total area roughly 15.000 m²
- iii. There exists an **Underground Shelter** with an area of around 680 m²
- iv. **Intermediate space in between the deposits:** area of roughly 3.200 m², part of which is presently covered by the installations of passenger waiting terminal of the port. These installations will be demolished in order to reform the space and render it appropriate for housing the new functions.

- v. **Outdoor space between the deposits and the Port Area:** It is a strip of an approximate width of 13.00 m that extends all along the area in which the deposits abut the port area having a total area of approximately 4.000 m²

The arrangement of above buildings is presented in the attached drawing. The two deposits are of single morphology, five floors buildings with obvious skeleton from armed concrete and fulfilment from obvious building with bricks. They constitute a formal sample of stocking installations. The free height of deposits varies and it is on average 5.00m until 5.50 m per floor.

3.2. The surrounding space

Westward the Large Deposit and the Small Deposit are located the permanent Reservoirs of PPA SA, while the port installations easterly include mooring quays serving large cabotage vessels (mainly of Crete).

3.3 The static and more generally the condition of the buildings

The buildings of the Large and the Small Deposit are made from a visible frame structure of armed concrete and filling thereof with a brick structure in accordance with the seasonal constructions (in the middle of the decade of 1960) so as to adequately respond to the needs of stevedoring of merchandises (large loads).

4. The targeted development in the sector of recreation–Culture of the Port of Piraeus.

4.1. Urban Planning data

The terms of building that are in effect within the Land area of the Port zone are being determined by the the Port Planning & Development Committee (ESAL). In the region of the Central Port of Piraeus wherein are located the buildings subject to concession the following are in effect:

Coverage Factor: 0.25

Building Factor: 0.50

Maximum Height: 22 m.

The Coverage and Building Factor are applicable within the overall built area of the Land Port Area of the Central Port of Piraeus (from Themistokleous' Pier up to the Pier of Drapetsona).

4.2 The desirable uses

In the framework of implementation of the broader Project of the Cultural Coast, the desirable uses for the above-mentioned buildings and the surrounding space are:

- Creation of Thematic Park
- Transformation thereof in a live space of production of Art
- Creation of Exhibition spaces

- Creation of a small Congress Centre
- Creation and function of commercial shops, coffee shops, restaurants and spaces of recreation.

5. Proposal of development

5.1 Description of proposed uses - exploitations

Indicatively the following activities and operations are being proposed to be developed in the allocated buildings and in the outdoor regions:

- The configuration thereof in a Thematic Park. The purpose is to employ methods of modern technology and virtual reality in order to establish a centre of historical, geographic, cultural creative contact and interactive learning.
- Exhibition space of periodical thematic fairs, e.g. liquid element, fluidity, festival Ports of the world, etc.
- Exhibition space of permanent exhibitions (e.g. of collections of donors of cinematographic archives, collections of ship owners, etc.)
- Small congress centre with a capacity of up to 300 persons
- Halls for a dance school, sound recordings or other similar activities, studios for artists
- Commercial area with ground or two-storied shops (bookshops, souvenirs, food and beverages, cafe, restaurant, bar, ouzo serving restaurant, confectionery, drugstore, etc.)
- A region planted with trees with running water with serving tables and sitting facilities, with a view.
- Any other commercial use that is not obviously contrary to the development of the broader region in the framework of the Project of the Cultural Coast of Piraeus, but may function supportively and complementary to them.

It must be noted that part of the ground floor spaces of the Large and Small Deposit will be used for the coverage of port needs (distribution of mail parcels, ISPS identification control, etc.). Also no interventions are envisaged in the existing roads perimetrically around the Deposits, as the maintenance of unhindered circulation in these road axes is essential for the orderly function of the port according to the planned phases of development of the Cultural Coast.

5.2 Description of the intervention in the buildings

On the basis of information that will be provided by the competent authority of the principal of the project during preparation of the offer to be submitted, the description of the technical intervention will constitute part of the operations.

Indicatively, the following requirements are being reported:

- The application and development of a concrete policy for the protection and projection of the environment.
- The conformity with legal, institutional, environmental and urban restrictions regulating real estate
- The ensuring of necessary resources for the study, licensing, construction and operation of the exploitations that will be developed in the "DEPOSITS of the PPA".

5.3 Time Schedule (phases of execution of the project)

The time schedule for the execution of the project, as well as its individual phases up to full operation thereof, will constitute part of the proposed business plan.

6. Process

The object of the competition is the Concession of Use of a space in the land area of the Port of Piraeus together with the buildings provided therein for the study, construction, development, operation and exploitation of a Thematic Park entitled "Piraeus Cultural Coast", with a duration of 30 years.

With the Concession Contract that will be executed for the implementation of the plan of development that will be agreed between the PPA and the Contractor, the latter will have to create an Anonymous Company of Special Scope (ACSS) which will undertake the management of the above-mentioned properties of "PPA DEPOSITS" and the development and function of the above-mentioned cultural-touristic infrastructures, in the framework of existing environmental, urban and other legal restrictions that regulate real estate; amongst others, an annual compensation that will be paid to the PPA will be included.

The competition will be carried out in two phases with the criterion of assignment to the most advantageous offer from an economic point of view.

6.1. First phase - Submission of non binding expressions of interest

Natural or legal entities or unions of natural or legal entities interested in participating in the process of concession of the above-mentioned properties should submit an Application for Expression of Interest for Participation to the Competition, which will be accompanied by the essential supporting documents as these are briefly and indicatively mentioned herein below in article 7 of the present (cf. below).

The present Call for expression of interest will be available for distribution in the offices of the Works Directorate of PPA SA, 2nd floor, up to 25/01/2012.

Those interested who will submit an Application of expression of interest for Participating in the Competition will have to include in the dossier the supporting documents requested in accordance with article 7 of the present.

The closing date and time of submission of Applications of Expression of Interest for the competition is the 31/01/2012 at 10:00 a.m. in the offices of the Works Directorate of PPA SA, 2nd floor (Akti Miaouli 10, 18538, Piraeus).

Those interested can ask in writing and with a signed application clarifications for the contents of the present Call for expressions of interest for the competition from PPA up to ten (10) working days before the expiry of the Date of Submission of Bids that is being fixed in the present. The requests can be submitted with a letter, facsimile or e-mail.

PPA will send a written response relating to the clarifications that will be requested within the aforementioned period. The dispatch of the written replies on behalf of the PPA will be realised within six (6) working days at the latest prior to the expiry of the Date of Submission of Bids, and provided that these have been requested in writing in printed form.

No Candidate can in any case invoke oral answers on behalf of any employee or consultant of PPA.

PPA will evaluate the requests for provision of clarifications or additional information and will respond in writing in all cases that are deemed to contribute towards facilitating those interested and towards ensuring a smooth process in the submission of the dossiers of Bids. The answers will be communicated to all candidates who have received a copy of the present Call for expressions of interest for the competition without revealing the party who submitted the question.

The candidates who have received a copy of the present Call can communicate with the Assigning Authority, person in charge: M. Michoudi, Tel.: 210 4550 240.

6.2. Second phase – Submission of Binding Tenders (Technical and Economical)

Following evaluation of the Applications of expressions of interest for participating in the competition, the candidates will be invited to submit binding tenders (technical and economic including commitment for the financing of the project) according to the Tender Dossier of Phase B and the Draft of the Concession Contract that will be provided to them. In this phase of the competition they are entitled to submit tenders also those candidates who have not taken part in the First phase of submission of non binding expressions of interest. The new candidates, after having received the documents of Phase A and B, together with their binding tender will also submit the required supporting documents of Phase A.

The contestants will have the possibility of accessing all data available at the PPA in relation to the properties described herein above in article 3.1 of the present, via the process of a data room.

The Contractor will have to establish an Anonymous Company of Exclusive Scope (ACES) which will sign the Concession Contract.

6.3. Applicable legislation

The present Competition for the award of a Contract is carried out according to:

- i. The concession contract dated February 13, 2002 between the Hellenic Public and PPA SA (Law 3654/2008)
- ii. Article 8 of Law 2741/99 (pre-contractual control of the Court of Auditors (OFFICIAL GAZETTE OF THE HELLENIC REPUBLIC A 199), as it was amended and is in force.
- iii. The terms of the present Call for Expression of Interest and of the Tender Dossier of Phase B and any Annexes thereof.
- iv. The relative provisions of Law 3310/2005, as amended and in force.
- v. The provisions of Directive 2004/18/EC and the Presidential Decree 60/2007.
- vi. The provisions of Law 3886/2010 (OFFICIAL GAZETTE OF THE HELLENIC REPUBLIC A 173/30.09.2010) Juridical protection during the contracting of public contracts – Harmonisation of Greek legislation with the Directive 89/665/EEC of the Council of June 21st, 1989 (L 395) and the Directive 92/13/EEC of the Council of February 25th, 1992 (L 76), as they were modified with the Directive 2007/66/EC of the European Parliament and Council of December 11th, 2007 (L 335),
- vii. The decision No. 4900 Chief Executive Officer of PPA SA, OFFICIAL GAZETTE OF THE HELLENIC REPUBLIC 513/24.03.08, REGULATION ON THE CONTRACTING AND EXECUTION OF CONTRACTS OF SUPPLIES, SERVICES, PROJECTS, CONCESSIONS AND CLEARANCES OF THE COMPANY PPA SA and the decision No. 258 of the Chairman of the Board of Directors of PPA SA, OFFICIAL GAZETTE OF THE HELLENIC REPUBLIC 2647/30.12.08 – AMENDMENT OF THE REGULATION ON CONTRACTING AND EXECUTION OF CONTRACTS OF SUPPLIES, SERVICES, PROJECTS, CONCESSIONS AND CLEARANCES OF THE COMPANY PPA SA.

6.4 Indicative time schedule of the competition

The stages and the indicative time schedule of the Competition are mentioned in the following table. It is underlined that the above time schedule is indicative and desirable, whilst its relative observation will depend on the existence of obstacles if any in the process of the competition. An amendment if any will be carried out with a decision taken by ETA and will be notified to the candidates.

Submission of Dossiers of Expression of Interest for participation	31/01/2012
Selection of Candidates	28/02/2012
Distribution of Tender Dossier of Phase B' and of a Draft of the Contract of Lease	20/03/2012
Submission of Binding Tenders of Phase B	19/06/2012
Nomination of Contractor	19/07/2012

7. Required Supporting documents of First Phase

The Dossier of Expression of Interest for participation should include:

7.1. The **Application of Expression of Interest**, that will present the intention of the interested party for participation in the above-mentioned competition.

7.2. Supporting documents of Competition and Substantive Qualifications, i.e.:

- i.** Identification data for natural entities and the address of their residence, their telephone and facsimile numbers and their e-mail; for legal entities, the full name and their address, telephone and fax numbers, e-mail, web page address in the internet (if available).
- ii.** Information on the participants in cases of unions of natural or legal entities in the form of consortia form or other legal forms (joint-ventures, etc.) and the percentage of participation of each member in the union.
- iii.** Documentation of technical and/or professional skills (at proportional application of article 48 of Directive 2004/18/EC) in relation with the object of the competition and the basic minimal objectives of PPA, and on penalty of exclusion from participation in Phase B of the Competition related minimal development, function and management of thematic parks, exhibition spaces by a legal entity, member of the candidate or by a legal entity subcontractor whose partnership has contractually been ensured by the candidate.
- iv.** Documentation of economic and financial sufficiency (at proportional application of article 47 of Directive 2004/18/EC) on penalty of exclusion from the participation in Phase B of the Competition on the basis of specific financial indicators – which will be described in the Tender Dossier of Phase A'.
- v.** A formal Declaration relating to the capacity of submission of a tender and of undertaking the obligation of submission of related certificates (at proportional application of article 45 of Directive 2004/18/EC).

7.3. Proposal relative to the configuration – development of the Deposits in the framework of uses proposed herein above, i.e. commercial centres of mixed uses, centres of cultural activities and relevant enterprises

- i. Business plan with description of proposed operations, financial evaluation of each operation and phase of development of the overall plan.
- ii. Technical description of the proposed intervention in the buildings and preliminary technical study, indicative of the proposed configuration of buildings and of the surrounding space, in combination with the business plan.
- iii. Assessment of the financial functioning and economic viability of the proposed business plan, including the evaluation of the level of necessary total investment and income from the proposed operations.
- iv. The assumptions and the terms of the proposed business plan that concern the principal of the project.
- v. The proposal for the development of the deposits, as described herein above, can include any operation that is not directly contrary to the aimed development and which contributes in the economic viability of the plan.

8. Criteria of Selective Tendering

From the process of the Competition will be excluded each candidate who will not comply with at least one from of the following selection criteria:

- Completeness and validity of the supporting documents included in the Dossier for the Expression of Interest.
- Sufficiency of technical capacity and specialised entrepreneurial experience, related in particular to proven experience in the development, operation and management of thematic parks, exhibition centres, commercial centres, etc. of a legal entity, member of the candidate or of a subcontractor legal entity, whose cooperation has been contractually ensured by the candidate.
- Economic-Financial sufficiency on the basis of specific financial indicators which will be described in the Tender Dossier of Phase B.

9. Rights of PPA

PPA reserves the right at its absolute discretion in each stage to differentiate the structure and/or the time schedule of the process of selection, and/or to ask additional information or document that is required, from each candidate, to cancel

or to abort or to terminate at any point of time or to postpone the competition, as well as to modify individual terms of the competition.

Any change or addition proposed by the contestants in the dossiers submitted after the expiry of the deadline of submission will have to be approved by PPA.

The contestants will have to ensure the provision of sufficient information, in order that the PPA has the possibility to judge their suitability.

10. Exclusion of liability clause

The interested parties do not maintain any right, claim for compensation from the PPA or from the Hellenic State and its Advisers, for no reason or cause that is related to the present Call.

The present was written in Greek and within the international nature of the competition was translated in English. If in doubt, non agreement and inconsistency between the texts, the text of translation in Greek will predominate.

THE CHAIRMAN
AND CHIEF EXECUTIVE OFFICER OF PPA SA

G. ANOMERITIS