



ITALIAN TRADE AGENCY

Tel Aviv Office

PUBLIC NOTICE: CALL FOR EXPRESSION OF INTEREST

Subject: Market survey for the identification of economic operators for the direct award of *lead generation support services* to attract foreign direct investment in Italy – Estimated value NIS 136.000,00.

- 1. Contracting Authority** - Italian Trade Agency - Tel Aviv Office, pursuant to art. 50, paragraph 1, letter b) of Italian Legislative Decree 36/2023 and MAECI Decree 32/2024.
- 2. Object of the Award** - The award concerns support to generate qualified leads in a broad range of industries of relevance to Italy (Deep Tech, AI, Life Science, Quantum Computer, Renewable Energies) of Israeli entities (corporations, SME's, startups) that intend to expand their business activities in Italy through greenfield and brownfield investments.
 - **Duration:** 10 months
 - **Estimated Value:** NIS 136.000,00 (*one hundred thirty-six thousand /00*) net of VAT
- 3. Participation Requirements** - Economic operators may express their interest if they possess:
 - Registration with the Chamber of Commerce or an equivalent professional register in the Country of residence.
 - Absence of grounds for exclusion as provided by arts. 94-98 of Legislative Decree 36/2023 (or equivalent local regulations).
 - Proven experience in the sector.
- 4. Procedures for Submitting Expressions of Interest** - Interested operators must send their expression of interest to the following email address: telaviv@ice.it no later than **12:00 am on March 16th, 2026**. The email subject line must read: "*Expression of interest for the direct award of lead generation support services to attract foreign direct investment in Italy*" and include the company's identification details and a company profile.
- 5. Nature of the Notice** - This notice is for exploratory purposes only. It does not constitute a call for tenders, does not involve the assignment of scores or the creation of rankings, and does not bind the Administration to the award. Italian Trade Agency - Tel Aviv Office reserves the right to suspend, modify, or cancel the procedure at any time.
- 6. Privacy Policy** - Any data provided will be processed exclusively for purposes related to this market survey, in accordance with Regulation (EU) 2016/679 (GDPR).

Mr. Giuseppe Russo, Director of the Italian Trade Agency in Tel Aviv, is responsible for this procedure.

For enquiries: email telaviv@ice.it - T (+972) 3 6918130