



ITALIAN TRADE AGENCY

Los Angeles Office

July 30th, 2025

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RUP: Giosafat Riganò

COAN: U229C048C1 - U239C040H1

EXPRESSION OF INTEREST

FOREIGN DIRECT INVESTMENT DESK IN SAN FRANCISCO – ITA LOS ANGELES OFFICE

1 YEAR

ITA - Los Angeles Office is inviting to submit an expression of interest for **“FOREIGN DIRECT INVESTMENT DESK IN SAN FRANCISCO” – for one year contract** - to be assigned pursuant to art. 7 paragraph 2, letter. a), and paragraph 4 of Ministerial Decree 32/2024.

1. INTRODUCTION

The Italian Trade Agency (**hereinafter ITA**) is the Governmental Agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

ITA is headquartered in Rome and operates with a network of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses. In the US, ITA is present in the following cities: New York, Chicago, Los Angeles, Houston and Miami.

For more information on the Italian Trade Agency and its presence in Italy and the world, please visit our website www.ice.it (Italian/English).

2. AWARDING ENTITY

The Italian Trade Agency ("ITA") – Los Angeles Office, 12424 Wilshire Blvd, Suite 1400, 90025, Los Angeles, CA, Website: <https://www.ice.it/en/markets/usa/los-angeles>

The **ITA Los Angeles Chief Procurement Officer (CPO)/Responsabile Unico del Progetto** (the acronym is RUP in Italian) is **Giosafat Riganò**, the ITA Los Angeles Trade Commissioner.

E-mail: losangeles@ice.it, Tel: (323) 879 0950 - Fax: (310) 203 8335.

3. SCOPE OF WORK

ITA – Los Angeles Office invites companies active in Foreign Direct Investment, territorial competitiveness, Investment banking and/or Strategic consultancy (hereinafter “The Company”) to submit a bid for the following service:

Management of the Foreign Direct Investment (FDI) Desk in San Francisco, CA, for 1 year total project duration.

The Company must provide day-to-day management of the FDI Desk via a designated expert. The Company's major function will be to promote US direct investment towards Italy, as well as to strengthen awareness of Italian business and regulatory environment in the US.

The Company shall have a background in Foreign Direct Investment, Territorial competitiveness, investment banking and/or strategic consultancy. Experience in one or more of the following sectors will be a plus: Chemical Industry, Circular Economy, Fashion, Design & Furniture, Food Industry & Agrifood Tech, Greentech, ICT, Aerospace, Logistics & infrastructure, Machinery & Mechatronics, Microelectronics & Semiconductors, Real Estate, Life Sciences, Automotive.

Preference will be given to companies with experience gained both in the USA and in Italy. The ideal Company must have a proven understanding of global FDI, as well as of the US economic and industrial framework.

The Company will be the sole counterpart for the ITA.

The Company agrees that ITA reserves the autonomous and non-objectionable right to reject any designated expert provided by the company that ITA may consider not satisfactory under its sole judgement.

4. REQUIREMENTS FOR PARTICIPATION

To participate in this Expression of interest, the Company shall meet the following eligibility requirements:

- a) be eligible and possess all the necessary qualifications, in full compliance with local laws;
- b) be located, authorized, and licensed to do business in the United States;

In addition, the candidate to be **appointed as FDI Desk** shall possess:

- a relevant degree in one or more of the following disciplines: International Business, Economics, Engineering Finance or International Finance, International Law or Business Law, and any other relevant degree related to this assignment;
- proven experience in Foreign Direct Investment, Territorial competitiveness, investment banking and/or strategic consultancy;
- previous experience with Italian public bodies entitled to internationalization abroad;
- an extensive experience and understanding of the Foreign Direct Investment in the US and in Italy (**minimum 5 years**).
- outstanding communication skills and work ethic, with attention to detail;
- good working knowledge of the Microsoft Office package (excel, Power Point, Word);
- proficiency in English and Italian.

The awarding of the contract will be subject to the verification of these general requirements. The possession of general requirements must be maintained for the duration of the contract.

IMPORTANT: Failure to meet even one of the above participation requirements related to the candidate company and the designated expert will determine the exclusion from the procedure.

5. DESCRIPTION OF REQUESTED SERVICES AND DELIVERABLES

The **FDI Desk in San Francisco** is required:

- To manage the full cycle of the investment attraction: from potential lead identification and screening, through initial qualification and connection to implementation;

- To work closely with the ITA Offices in Los Angeles and New York under the supervision of the Head of FDI and ITA FDI Office in Rome headquarters. The company shall cooperate with local authorities and businesses to identify potential investment opportunities and investors in the following investment sectors: greenfield, brownfield/expansion in Italy of already existing investments, JV, M&A, etc.
- To monthly report to the ITA Offices in Rome and Los Angeles on the lead generation and prospect outreach activity.
- To cultivate constant updates on Italian policies, procedures, and programs addressed to foreign investors.
- To monitor investors' activities in Italy and maintain relationships.

	Services requested	Deliverables	Target (yearly)	Target (periodic)
1	Market analysis	Preparation of U.S. <u>market reports</u> focused on FDI to be updated each six months. Relevant topics to be proposed by the selected service provider.	n. 2 market reports	1 (semiannually)
2	Information	Provide relevant news focused on significant opportunities and/ or events for US based investors, to be published, on a weekly basis, on ITA's website or ITA's social accounts.	n. 100 news	25 news (quarterly)
3	Network development	Creation and maintenance of a database of contacts based on the screening of potential investors, focused on strategic investors (including pension funds, equity funds, investment funds, etc.). The database will include: company name and address, sector, homepage, contact person, email (phone number), company size, and a brief description of how the contact was generated and what was discussed. Note: ITA defines a "Contact" as the organization/company. Each organization must be linked to at least one contact person.	100 new contacts	25 new contacts (quarterly)

		If there are multiple representatives associated with the same organization, they will still be counted as a single contact.		
4	One-to-one meetings	Organization of one-to-one meetings (including video calls or phone calls) with potential investors of proven reputation and reliability. The primary targets of these meetings will be: large industrial groups and business service companies interested in exploring foreign investment opportunities. Secondary targets will include: small and medium-sized enterprises in the target sectors defined by ICE, as well as companies operating in financial services (investment funds, private equity, pension funds, investment banks).	80 meetings	20 meetings (quarterly)
5	Organization of promotional activities	a) Supporting the preparation of the promotional plan 2025/2026 for events aimed at attracting foreign Direct investments by identifying the main events (Fairs, Seminars, Webinars, Incoming in Italy, etc., of relevance for the Italian ecosystem) with at least n. 2 new activities; b) Organizing the activities of the promotional plan 2025 (Global Startup Program, BIO 2026, JPM side event, incoming Delegations to Italy, etc.).	5	according to the event schedule
6	Assistance to Italian and American Companies	Providing services to Italian and US companies related to the investor research and similar activities according to ITA's catalogue of services and support potential foreign investors with	n. 40 free services n. 4 paid services	according to the service request

		qualified information and assist them, in coordination with ITA FDI Office.		
7	Weekly video calls and quarterly reports	Inform the FDI Office at ITA HQ with weekly video calls	48	12 (quarterly)
8	Engagement	Identification of companies with a specific and proven interest (so-called engagement) in investment projects in Italy, profiled using a dedicated detail sheet (according to the format provided by ICE Agency), for which operational discussions have been initiated with Invitalia or with the relevant local authorities and/or assistance has been provided for evaluating or launching the investment.	20	5 (quarterly)
9	Administrative tasks	Management the <u>administrative process</u> for the above activities including contracts and all the public procurement activities. <u>b) Quarterly reports</u> on the activities completed and goals achieved. The annual/final report (4th) including a recap of the entire year.	4	1 (quarterly)

Upon exceeding **ALL** the required targets and the 100% of the targets listed below, ITA can grant a premium up to 10% of the total amount of the contract:

Parameter	Description	Target
Engagement > €3 million	Identification of companies with specific and proven interest (so-called engagement) in investment projects in Italy, profiled with a special detailed form (according to format indicated by the ITA) and for which operational interlocutions have been initiated with Invitalia or with the territorial entities in charge and/or assistance has been given for an evaluation or the start-up of the investment.	2



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Medium-sized projects	Initiation* of an investment with an estimated value of not less than € 2 Mil.	- -
Major projects	Initiation* of an investment with an estimated value of not less than € 3 Mil.	-

** The Investment is considered to be initiated by final act (corporate incorporation, laying of foundation stone, acquisition) or by declaration of the person concerned.*

The Company will ensure the presence of the designated Expert/Manager at the ITA Los Angeles Office and at the Italian Innovation and Culture Center in San Francisco, when requested by ITA Los Angeles.

The Company's designated Expert/Manager may be required to do domestic and international travel.

Business missions in the US or in Italy must be authorized in advance by the ITA Trade Commissioner in Los Angeles, at His sole discretion, according to the current ITA employees' travel policy and regulations.

The Company must comply with all rules, regulations, policies, and work practices followed by ITA Los Angeles and the FDI cell at ITA Head Office in Rome, Italy.

The Company will also use all software packages mandated by the FDI Office at ITA Head Office in Rome, Italy.

ITA will provide the Company with access to certain premises, materials, information, and systems to the extent necessary for the performance of the Services when the Company's designated Expert/Manager is present at the Italian Innovation and Culture Hub in San Francisco or at the ITA Los Angeles. Unless otherwise specified in this document, the Company shall provide, at their own expense, the materials, equipment, and other resources necessary to perform the Services as explained hereinafter.

The Company shall comply with all third-party access rules and procedures communicated in writing by ITA, including those related to safety, security, and confidentiality. The Company shall comply with all ITA NDA and confidential information rules and regulations.

All work products, including but not limited to investors' names and contact info deriving from the company's Expert/Manager's activities shall remain exclusive property of ITA Los Angeles.

6. BUDGET OF THE CONTRACT

The maximum budget allocated for this project is **Euro 120.000,00** (one hundred twenty thousand euros), **for a 12-month contract.**

This budget is inclusive of all taxes and duties, fees and expenses and as well as any associated costs or expenses to achieve the required deliverables (including expenses for: taxi, public transportation, internet access, business meals).

Therefore, the offer must not exceed Euro 120.000,00

Offer exceeding the mentioned amount will be automatically excluded from this Expression of interest.

Should any other out-of-pocket expenses be required to perform the activities required, both ITA and the **Selected Service Provider**, prior to such expenses being incurred, shall mutually agree upon them, according to any applicable then-current ITA administrative regulations.

Expenses related to **business missions in the US or Italy** will be covered by ITA, only if pre-authorized by the ITA Trade Commissioner of Los Angeles Office, at His sole discretion, and according to current ITA employees' travel policy and regulations.

7. DURATION OF THE CONTRACT

The duration of the contract (the "Contract") is **12 months, starting from the effective date of signature (estimated date is 15 September 2025).**

The Contract will automatically terminate on its expiration date, without any notification between the parties.
There will be no tacit renewal of the Contract.

Any extension will be limited to those instances in which additional time is required to identify a new service provider for future contracts, and ITA, in its sole and absolute discretion, requests the Selected Service Provider to extend the Contract. In such a case, the Selected Service Provider will be obliged to perform the Services provided for in the Contract, for any such extension period, on terms and conditions no less favorable to ITA than are contained in the Contract. In the event ITA requests such an extension, the Selected Service Provider may elect to extend or not, in its discretion.

8. PROCEDURE APPLICATION AND DEADLINE

Under penalty of exclusion, your Company is required to:

- Register with our new supplier registry on **TRASPARE platform: <https://ice.traspares.com/suppliers>** (see more details at the following link Business Vendor Registration: <https://www.ice.it/en/markets/usa/los-angeles/vendors-registration-procedure-vrp>).
- Upload and sign the expression of interest on TRASPARE. No expression of interest shall be accepted after the deadline.
- Send by TRASPARE the expression of interest/selection of economic operators **by 18 August 2025, at 12:00 pm, (PST).**

9. AWARD CRITERIA AND EVALUATION PROCESS

Only after the expression of interest, the applicants will be asked to submit their offer.

The contract will be awarded based **on the lowest bid deemed suitable**, based on articles of this Expression of Interest and the economic offer.

Greater alignment between the proposed Expert/Manager's CV and ITA's requirements will be considered a criterion of preference in the evaluation of the related offer.

After identifying the best quotation, ITA will award and execute the contract. The award will take place even in the presence of a single quotation, if it is deemed valid.

Moreover, ITA has the authority not to award the contract, if it deems it appropriate to exercise the right of self-protection and if ITA finds that the bids received do not comply with the technical and financial contents set forth herein.

10. NO SUBCONTRACT OF SERVICES

It is expressly forbidden to resort to subcontracts, in consideration of the specific nature of the services, which need a trustworthy interlocutor.

11. TERMS OF PAYMENT

The total price of the service will be paid to the **Selected Service Provider** in the following ways:

- a) 20% of the total will be paid as a down payment after signing the contract;
- b) 80% of the total will be paid divided into 4 quarterly;

Each installment will be paid upon receipt of:

- a report on the activities carried out in the period;
- an original invoice made payable to the attention of the Trade Commissioner Giosafat Rigano': ITA - Italian Trade Commission - Los Angeles Office, 12424 Wilshire Blvd, Suite 1400 Street, 90025 Los Angeles (CA) - All information required to execute ACH transfers must be included with each invoice and/or communicated to ITA.

Please note that our office is part of the official Mission of Italy to the United States and is exempt from paying taxes on purchases over \$325.00.

Further instructions regarding billing will be included in our contract letter to the awarded firm. It is understood that payment terms will not apply in the event of default (and subsequent penalties) during the performance of services by the awarded firm. In such a case, payment terms will be applied from the date the problem is resolved and after ascertaining the absence of penalties.

12. CONTRACT TERMINATION CLAUSES

Failure by the **Selected Service Provider** to reach, within six months of the commencement date of the Contract, at least 30% of each of the Minimum Targets relating to the target above mentioned will entitle ITA to automatically terminate the Contract. In this case, ITA will not be liable for any further payments that otherwise may be due and owing under the Contract.

In the event the designated Expert/Manager is temporarily unable to serve for any reason whatsoever (illness, family leave, vacations or other reason), or is no longer available to cover the above position, the **Selected**

Service Provider must promptly notify ITA, in advance, with the name and resume of a replacement. ITA at its sole discretion, may or may not accept the replacement. Should the **Selected Service Provider** awarded the service not be able to indicate another acceptable substitute, ITA shall be entitled to terminate the contract, without any obligation to pay the supplier any further compensation.

Through a negotiated procedure ITA has the authority not to award the contract, if it deems it appropriate to exercise the right of self-protection and if it finds that the bids received do not comply with the technical and financial contents set forth herein.

13. PENALTIES

If, at the end of the contract, 100% of the total assigned target has not been achieved, the Selected Service provider will be charged a penalty up to 10% of the total Service Price.

14. RULES OF CONDUCT OF THE AGENCY AND/OR STAFF OF THE AGENCY

In the execution of the contract, the awarded Company undertakes to fully respect the Code of Conduct adopted by ITA with respect to the provisions of Presidential Decree 62/2013 approved by the Board of Directors by resolution no. 619/23 on 01/27/2023.

The Code of Conduct is available on the website <https://www.ice.it/it> at the section "Amministrazione Trasparente" (Transparent Administration) — "Disposizioni generali" (General provisions) — "Atti generali" (Acts of general application) "Code of Conduct". For any breach of obligations under the code, if the same is considered serious, ITA will have the option to terminate the contract. By signing you agree to the terms outlined in this document and, to the best of your knowledge, affirm that you have not retained or engaged professionally anyone who has ceased his or her employment with the Italian Trade Agency within the last three years and whom had occupied a management role in said organization or had been delegated management powers to execute contracts or other commercial transactions on behalf of the said organization.

15. REFERRAL RULES

For all other terms and conditions not regulated herein, please refer to the provision of Ministerial Decree 32/2024; the civil law governing the conclusion of the contract and the execution phase shall be determined in accordance with the applicable rules of private international law.

16. WHISTLEBLOWING

The Italian Trade Agency, in compliance with applicable legislation, is committed to taking all reasonable steps to protect whistleblowers who report or disclose information on breaches of the law observed in the context of their work-related activities. The reports, which are kept fully confidential, are managed through an IT application available on the Homepage of the Italian Trade Agency – ICE website - Whistleblowing section (<https://www.ice.it/it/whistleblowing>).

17. COMPETENT JURISDICTION

In case of a dispute between the Italian Trade Agency and the awarded company, the Court of Law of California, U.S.A., will be competent jurisdiction. In the event of a disagreement between the ITA and awarded company, the prevailing party shall be entitled to recover attorney's fees and costs from the non-prevailing party.



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18. PRIVACY

The awarded Company is invited to read the Information on the processing of personal data pursuant to Regulation (EU) 2016/679 ("RGPD"), available on the institutional website of ITA-Agency at <https://www.ice.it/it/privacy>.

Access to tender documents is governed by Law no. 241 of August 7, 1990.

19. CONTACT PERSON

For further information concerning this Expression of interest, kindly contact the Italian Trade Agency – Los Angeles Office - Email: losangeles@ice.it, Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – www.ice.it.

We look forward to receiving your proposal.

Sincerely,

Giosafat Riganò
Trade Commissioner
Italian Trade Agency
Los Angeles Office