



ITALIAN TRADE AGENCY

Sydney Office

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Closing Date: 02/10/2020

EXPRESSION OF INTEREST (EOI) & INVITATION TO SUBMIT AN OFFER IN-STORE DEMOS FOR PROSCIUTTO DI PARMA PROMOTIONAL CAMPAIGN 1/11/2020 – 30/9/2021

The Italian Trade Agency in Sydney-trade promotion section of the Italian Embassy intends to initiate a negotiated procedure for the acquisition of the above-mentioned services, in compliance with the principles of non-discrimination, equal treatment, fair competition, rotation and transparency, through the preliminary identification of companies who possess the necessary professional competence and who are interested in submitting a proposal.

The Service provider is required to conduct in-store demos/sampling of Authentic Italian [Prosciutto di Parma](#) at major supermarket chains. The promotional campaign intends to inform shoppers on the product's unique features, origin, production techniques, nutritional properties and ease of use in everyday recipes.

This notice is published on the website of the Contracting Authority for a period of 15 days.

By participating, you are accepting the guidelines set out below. Please read them carefully and verify that you meet the requirements.

1. CONTRACTING AUTHORITY

Italian Trade Agency (ITA), located on Level 19, 44 Market Street, Sydney NSW 2000.
The person responsible for this procedure is Paola De Faveri, Trade Commissioner.

2. DESCRIPTION OF REQUESTED SERVICES

100 in-store sessions at Woolworths supermarkets across NSW, QLD, SA, VIC, WA
100 in-store sessions at Coles supermarkets across NSW, QLD, SA, VIC, WA

The **minimum requirements** and items to be included in your quotes are:

- 4hrs sessions, between Wednesdays and Saturdays, over a maximum of 8 weeks (timing will be confirmed accordingly to anti-Covid19 measures)
- the demos are meant to create a customer experience: it is relevant the presence of trained staff, able to effectively communicate and engage with shoppers. We will provide training material for a better understanding of the product
- Staff shall wear an apron (not provided by us), gloves and face masks

- Prosciutto to be taken out of the packet and broken into small tasting pieces, placed on a tray/platter, served with a toothpick
- Tray/platter, to be provided by the deli in-store
- Sanitising wipes, garbage bags and bins, toothpicks and napkins
- the quotes must clearly state any logistic/freight cost, management fee and any other items that usually apply (POS setting ups, contingencies, printing costs for leaflets, etc.).

Prosciutto di Parma for sampling will be provided.

You will be asked to deliver a “*Final Report*” on the campaign outcomes, including questionnaires compiled by customers and related photographic material.

3. VALUE OF CONTRACT

The available budget is **AU\$ 31,000.00** (thirty-one thousand dollars) **plus GST for each retailer, to be quoted separately (a separate quote for each retailer)**.

Your quotation must be **equal** or **lower** with respect to such amount, and must include all applicable taxes, charges and fees to perform each service.

4. EVALUATION CRITERIA

The contract will be awarded to the **lowest offer**, provided that the proposal is submitted in accordance to the requirements and services set in this EOI.

5. REQUIREMENTS TO PARTICIPATE

Companies interested in submitting a proposal will have to meet the following requirements:

- 1- be located, authorized and licensed to do business in Australia
- 2- enrol in ITA’s Suppliers Register (www.ice.it/en/markets/australia/register-suppliers)
- 3- possess the necessary qualifications, in full compliance with local laws
- 5- be of sound economic and financial status.

6. HOW TO SUBMIT A PROPOSAL

The EOI and the proposal, under penalty of exclusion, must be sent by email to: sydney@ice.it no later than 14:00 of the closing date 02/10/2020, clearly indicating in the subject: “In-store Demos for Prosciutto di Parma Promotional Campaign”.

You are also required to send: Company profile; Statutory Declaration signed by a legal representative; list of similar nature projects performed, with related images.

Please note:

- EOI and proposals received after the deadline will be excluded.
- Incomplete-offers will also be excluded. A proposal is deemed to be incomplete if it does not comply with the terms of this tender.
- ITA is not liable for any cost incurred in the preparation of the proposal.
- This notice is a survey, and does not constitute a contractual proposal.

The Trade Commissioner will evaluate all valid proposals and notify the selected company by 19/10/2020. The contract will come into effect once signed by both ITA and the awarded company.

7. ADDITIONAL CLAUSES THAT WILL BE INCLUDED IN THE CONTRACT

Penalties & Termination Clause. ITA reserves the right to apply a penalty for each one-day delay in the delivery terms for each single service, equal to 10% (ten percent) calculated on the value of the delayed service, not including claims for larger damages, if any.

Payment Terms. ITA cannot provide full advance payments. The payment schedule will be as follows:

- 20% deposit payment to lock in the booking, payable after signing the contract and upon receipt of a tax invoice;
- 40% second payment to be invoiced at the end of the month prior the starting of the demos;
- 40% final payment after the conclusion of the promotional activities and upon receipt of a tax invoice and a final report.

8. OBLIGATION OF CONFIDENTIALITY

The Awarded Supplier agrees to consider all information, concepts, ideas, procedures, and/or technical data provided to its employees during the execution of the services herein as confidential and covered by the obligation of professional secrecy, and must adopt all measures that ensure the safe processing of personal data. The awarded Supplier will not disclose, communicate or disseminate the data acquired because its contractual work nor will it use it to promote or market its own services.

ITA guarantees the confidentiality of the data and information contained in the documentation submitted by the Supplier. ITA's personal data processing is in accordance with Regulation (EU) 679/2016. Your personal data are processed by automated means for institutional, administrative and accounting purposes. The writing Agency is the data controller. For further information regarding your personal data processing, please visit ITA website: <https://www.ice.it/en/privacy>

Any request for clarifications must be sent via email to: sydney@ice.it.

We look forward to receiving your offer.

Best regards,

Paola De Faveri
Trade Commissioner
(signed in original)