



ITALIAN TRADE AGENCY

Sydney Office

Date Published: 9/6/2020

Closing Date: 24/6/2020

## **EXPRESSION OF INTEREST & INVITATION TO SUBMIT AN OFFER**

### ***PR Services for Prosciutto di Parma Promotional Campaign (Sept 2020 – Sept 2021)***

ITA-Italian Trade Agency in Sydney 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.

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.

*This procedure is carried out pursuant to art. 36, paragraph 2, let. a), art. 80 and 83 of Italian Legislative Decree 50/2016 as amended by Legislative Decree 192/2017, in conjunction with the Guidelines n. 4 issued by the Italian Authority ANAC and referring to "Procedures for the awarding of public contracts for the amount below the EU threshold relevance, market survey and training and management of lists of economic operators" (Resolution n. 1097 of 26<sup>th</sup> of October, 2016), and as regards D.Lgs 56/2017.*

### **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**

ITA is organising a promotional campaign for Prosciutto di Parma and is looking for a provider of related PR professional services, as specified in Annex 1.

This project includes a range of activities aimed at increasing awareness and knowledge of the product among local consumers, distributors and retailers.

### **3. VALUE OF CONTRACT**



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The total available budget is **AU\$ 35,000.00** (thirty-five thousand dollars), **plus GST**. Your quotation must be **equal** or **lower** with respect to such amount, and must include all applicable taxes, charges and fees to perform the requested services.

#### 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 and Annex 1.

Please note that 80% of the available budget is the minimum threshold: lower offers will be considered invalid and automatically excluded.

#### 5. REQUIREMENTS TO PARTICIPATE

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

- 1 - located, authorized and licensed to do business in Australia
- 2 – enrolled in ITA's Suppliers Register ([www.ice.it/en/markets/australia/register-suppliers](http://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](mailto:sydney@ice.it) no later than 14:00 of the closing date 24/6/2020, clearly indicating in the subject: "PR Services for Prosciutto di Parma Promotional Campaign".

You are also required to send: Company profile; CV of Project Leader; list of similar nature projects performed recently.

Please note:

- EOI 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 30 June 2020. The contract will come into effect once signed by both ITA and the awarded company.

Any request for clarifications must be sent by e-mail ([sydney@ice.it](mailto:sydney@ice.it)).



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## 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.** Italian Law does not allow advance payments. The payment schedule will be as follows:

- 20% payable within three weeks after signing the contract, and upon receipt of a tax invoice;
- 80% balance, after the conclusion of the promotional activities and upon receipt of a tax invoice.

## 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 the following page on ITA website: <https://www.ice.it/en/privacy>

We look forward to receiving your offer.

Paola De Faveri  
Italian Trade Commissione  
(signed in original)

## **Annex 1 - PROJECT SPECIFICATIONS**

### **1. MARKETING MATERIAL PRODUCTION**

You are required to produce both digital and hard copy marketing material for the programmed events (see below), according to guidelines set by ITA.

*Printing costs can be quoted at a later time and not to be included in this bid.*

### **2. SUPERMARKETS & SPECIALITY STORES - IN STORE TASTING SESSIONS**

Prosciutto di Parma will be featured at large food retail shops (Coles, Woolworths). You are required to co-ordinate with their official PR Agency to: organize the schedule of the demos; ensure all stores involved are supplied with the necessary quantities of product; prepare a training kit for the staff with tasks, including how to present the product; produce marketing material (leaflet, program, etc.); where possible, check demos directly at the store.

*Number of demos: about 300 in total - Woolworths: 200 / Coles: 100*

Similar promotional activities will be implemented at selected Specialty Stores (TBD). You are required to: organize the schedule of the demos; ensure all stores involved are supplied with the necessary quantities of product; prepare a training kit for the staff with tasks, including how to present the product; provide marketing material (leaflet for about 200 customers for each store); where possible, check demos directly at the store.

*1-day sampling at max 8 stores (medium and small).*

### **3. GOOD FOOD & WINE SHOW (2021)**

Prosciutto di Parma will be featured during Good Food & Wine Shows:

Melbourne: 28th – 30th May 2021

Sydney: 25th - 27th June 2021

Perth: 30th July – 1st August 2021

Brisbane: 22nd – 24th October 2021

ITA will organize an exhibit stand and tasting demonstrations addressed to visitors, to bring Prosciutto di Parma into people's homes, with retail sales during the days as well.

You are required to submit a proposal and a quote for PR activities and communication to support such events, including the presence of the project leader.

*Previously-agreed travel expenses are covered by ITA and not to be included in this bid.*