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EXPRESSION OF INTEREST

FRAMEWORK CONTRACT “COMMUNICATION AND MARKETING SERVICES”

Open to Canadian and US Companies

 The [ITA - Italian trade Agency in Canada](#) is about to launch a tender to identify a Company for the provision of **COMMUNICATION AND MARKETING SERVICES** through a **Framework Contract** (direct negotiation following art. 7 paragraph 2 letter b) of Italian Foreign affair ministerial decree n.32/2024).

 **Scope of Activities:** the agreement will focus on **Marketing and communication activities** aimed at promoting the **Italian Pavilion** at the major exhibitions held across Canada as well as during **stand-alone events** organized directly by ITA Canada.

The selected company will act as Press Office, providing the following services:

- Collaboration on press releases and wide dissemination to major North American and Italian media outlets (general and specialized, including TV)
- Content creation
- Media interviews
- Post-event video production
- Photography
- Social media marketing
- VIP invitation management
- Strategic collaboration for event promotion

The complete list of trade shows and activities (approximately 10 events in Toronto, Montreal, and Vancouver) will be included in the tender documentation.

Award Criteria

The contract will be awarded based on Compliance with general requirements, Relevant experience, Technical and professional expertise, Ability to meet deadlines (bidders will be required to indicate the notice period required to carry out the activities), Price

 **maximum contract value:** CAD 300,000.00


Duration: Up to two years from the date of signature, or until the maximum amount is reached, whichever occurs first

How to participate and dead line

Before 31/01/2026, companies interested in participating in the selection process must:

- complete the “Expression of interest” [form](#)
- register in advance on the institutional procurement platform [Traspare](#) (if you are not an ITA Supplier yet).

For support with the Traspare Vendor Registration process, please contact ITA Canada: toronto@ice.it

 **Stay tune:** Companies that have completed the form and are registered on Traspare will receive the Request for Quotation via Traspare during the first week of February.