



Los Angeles Office,
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EXPRESSION OF INTEREST

FRAMEWORK CONTRACT "COMMUNICATION AND MARKETING SERVICES" FOR THE ITALIAN TRADE AGENCY (ITA) – LOS ANGELES OFFICE 2 years (24 months)

The Italian Trade Agency (ITA)- Los Angeles Office, is inviting to submit your expression of interest for "COMMUNICATION AND MARKETING SERVICES" FOR THE ITALIAN TRADE AGENCY (ITA) – LOS ANGELES OFFICE 2 years (24 months) - to be assigned by direct negotiation pursuant to art. 7 paragraph 2 letter. b) 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 worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates and working closely with local authorities and businesses. In the U.S., the ITA's network operates in 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 <https://www.ice.it/en/> (Italian/English).

The Italian Trade Agency - Los Angeles office (hereinafter ITA - Los Angeles office) is focused on the promotion of the following industries to the US Market: Innovation and Hi-tech, Entertainment, Life sciences, Mobility, Green (Renewables energy, Cleantech, etc.), through a soft-landing platform of services, connections, and promotional programs.

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 Procedimento* (the acronym is RUP in Italian) is **Giosafat Rigano'**, the ITA Los Angeles Trade Commissioner.

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

3. CONTENT OF THE REQUESTED SERVICES

The specifications of the services requested are as follows:

3.1 SINGLE EVENT FULL PACKAGE

An all-inclusive set of services to promote the participation of ITA or the Italian delegation to a specific event (trade show, fair, conference, workshop and more) which includes:

- **Communication strategy (towards Italian and USA press)** definition and execution before, after and during the event.
- **Content creation**
 - Data gathering and research needed
 - Integration with the raw content (presentations, reports, etc.) provided by ITA (when available)
 - Copywriting (both in Italian and in English) in the format of press releases, reports, articles, in-depth analysis, and more, in Italian and English for an Italian and USA audience (translation costs included)
 - Graphics elements (cover images, charts and more if needed)
- **Media relations**
 - Dissemination of press releases in Italy and the US, included press release wire distribution
 - Media monitoring, coverage report and clipping
 - Onsite media assistance coordinating interviews and media coverage
- **Event-related activities**
 - Support in defining the event schedule
 - Panels / presentations design:
 - Content and agenda definition
 - Material collection
 - Assistance in identifying and securing speakers and moderators
 - Coordination with speakers
- **Networking and engagement**
 - Implementation of guest lists
 - Save the date / invitation distribution and email blast
 - Weekly recalls & rsvp updates
 - Selection and engagement of testimonials
 - Research and suggestion of relevant satellite networking events
- **Training**
 - Development of a training module on communication for startups and businesses selected by ITA
- **Visual Assets production**
 - Arrange and shoot interviews during the event (maximum 2 minutes each)
 - Photo reportage of the event capturing all participants and activities, including institutional shots
 - A 2-minute summary video, to summarize the activities of each single day of the event
 - The video is a creative collage of videos covering the most important activities of the day, like speeches from institutional representatives, quick interviews to the exhibiting companies, and other significant moments)
 - EXAMPLE:
<https://drive.google.com/file/d/10DjlzrQpB7PKF4cJyQyaOS2V0f82yOVp/view>
 - A 2-minute recap video, to summarize the entire event
 - The video is a creative collage of videos covering the most important activities of the event, like speeches from institutional representatives, quick interviews to the exhibiting companies, and other significant moments

○ EXAMPLE:

<https://drive.google.com/file/d/1c3lsniWDDTOpgzmnoZPkzZS4tM81Tv7M/view>

- **Digital marketing and social media campaign:**
 - Digital marketing strategy (including social media) management before, after and during the event.
 - Digital Marketing Campaign, including social media posts before, after and during the event
 - Social Media Content Calendar, in terms of how many posts per week and which platforms are involved (LinkedIn, Facebook, X, YouTube preferred)
 - Content creation, including the copywriting (both in Italian and in English) and the graphics elements (stories, cover images and more)
 - Dedicated assistance from social media experts
- **Project management** and report
- **Presence of professionals** during the event for (please include in the cost all the travel expenses such as transportation, and full board accommodation) for an event duration up to 4 days and that can be located in any US State.

An all-inclusive total cost should be provided for this package of services, **which will be paid on a per-event basis**.

3.2 MEDIA OUTREACH STRATEGY AND EXECUTION PACKAGE

- **Content creation**
 - Data gathering and research needed
 - Integration with the raw content (presentations, reports, etc.) provided by ITA (when available)
 - Copywriting (both in Italian and in English) in the format of press releases, reports, articles, in-depth analysis, and more, in Italian and English for an Italian and USA audience (translation costs included)
 - Graphics elements (cover images, charts and more if needed)
- **Media relations**
 - Dissemination of press releases in Italy and the US, included press release wire distribution
 - Media monitoring, coverage report and clipping
- **Project management** and report

An all-inclusive total cost should be provided for this package of services, **which will be paid on a per-event basis**.

3.3 PR, WEBINAR AND PANEL DESIGN AND EXECUTION PACKAGE

- Content and Agenda definition
- Material collection
- Assistance in identifying and securing speakers and moderators
- Coordination with speakers
- Journalistic moderation
- **Networking and engagement**
 - Implementation of guest lists
 - Save the date / invitation distribution and email blast
 - Weekly recalls & rsvp updates
 - Selection and engagement of testimonials
 - Research and suggestion of relevant satellite networking events
- **Project management** and report

An all-inclusive total cost should be provided for this package of services, **which will be paid on a per-event basis.**

3.4 DIGITAL MARKETING AND SOCIAL MEDIA CAMPAIGN PACKAGE

- **Digital marketing strategy** (including social media) management before, after and during the event.
- **Digital Marketing Campaign**, including social media posts before, after and during the event
 - Social Media Content Calendar, in terms of how many posts per week and which platforms are involved (LinkedIn, Facebook, X, YouTube preferred)
 - Content creation, including the copywriting (both in Italian and in English) and the graphics elements (stories, cover images and more)
- **Project management** and report
- **Dedicated assistance** from social media experts

An all-inclusive total cost should be provided for this package of services, **which will be paid on a per-event basis.**

3.5 PHOTO AND VIDEO SERVICES (please provide “per-unit price” for the performance of each service. Please note that the quotation must be inclusive of all the travel expenses, such as transportation, and full board accommodation, if presence of professionals is required).

3.5.1 Video catalog, approximate duration 20 minutes, with video assets provided by ITA.

- This video will be a montage of company profile videos, sent by the exhibiting companies and introducing each of the companies or projects that we bring to the event.
- Language for the video is both Italian and English, horizontal format, or landscape mode.
- EXAMPLE HERE: <https://drive.google.com/file/d/1Mr85tGAOoOkOAOVhoc1XcvDUJM-SymwX/view>

3.5.2 A 3-minute promotional video, to advertise the event with stock footage and voiceover

- The focus of this video is to introduce the event and the presence of ITA
- Language for the video is both Italian and English, horizontal format, or landscape mode.
- EXAMPLE HERE: https://drive.google.com/file/d/1xdPm7T7Bd_PEkau4NjyC5mlu_j2VFffk/view

3.5.3 A 1-minute promotional video, to promote one event on social media with stock footage and voiceover, before the event

- The focus of this video is to introduce the event and the presence of ITA
- Language for the video is both Italian and English, horizontal format, or landscape mode.
- EXAMPLE 1 HERE: https://drive.google.com/file/d/1hZv7cwKwpMPqvPleWM1-6hK_7ZePuvA9/view
- EXAMPLE 2 HERE: <https://drive.google.com/file/d/14jIpuGSMm6nhFsbYWROt4dBHhcRxGZeO/view>

3.5.4 A 2-minute summary video, to summarize the activities of each single day of the event

- The video is a creative collage of videos covering the most important activities of the day, like speeches from institutional representatives, quick interviews to the exhibiting companies, and other significant moments)
- EXAMPLE HERE: <https://drive.google.com/file/d/10DjizrQpB7PKF4cJyQyaOS2V0f82yOVp/view>

3.5.5 A 2-minute recap video, to summarize the entire event

- The video is a creative collage of videos covering the most important activities of the event, like speeches from institutional representatives, quick interviews to the exhibiting companies, and other significant moments
- EXAMPLE HERE: <https://drive.google.com/file/d/1c3lsniWDDTOpgzmnoZPkzZS4tM81Tv7M/view>

3.5.6 Photo reportage of the event capturing all participants and activities, including institutional shots

4. **BUDGET**

The total estimated amount for the required services during the life of the contract (2 years) will not exceed **Euro 200,000.00 (Two hundred thousand and 00/100 Euro)**.

ITA – Los Angeles Office is not bound to guarantee the level of expenditure indicated herein, which is a mere estimate, based on the provisional projects to be implemented during the life of the contract. The effective budget will be determined on single-financed projects based during the above-mentioned contractual period of 2 years.

ITA reserves the right to increase or decrease the contractual amount by a maximum of 20% as needed, without any further obligation toward the awarded Contractor.

5. LIFE OF THE CONTRACT AND SIGNATURE

The contract will last:

- a) **two (2) years** starting from the date of signature by both parties.
- b) until the date the estimated amount of **Euro 200,000.00** is reached (or such amount increased or decreased by 20% at ITA's discretion), whichever comes first.

The contract will automatically terminate on its expiration date or upon reaching the amount specified above (**Euro 200,000.00**), without any notification between the parties.

There will be no tacit renewal of this contract.

Whether the contract expires on its original date or earlier, the company, at the request of ITA, agrees to guarantee the continuation of the services for up to 90 days, at the same prices and conditions, to allow for the gradual transfer of services to a new company.

6. MINIMUM REQUIREMENTS FOR PARTICIPATION

To participate in this Market Survey, the company participating shall meet the following requirements referred to in Art. 9 of Ministerial Decree 32/2024:

- A. It shall be eligible and possess the necessary qualifications, in full compliance with local law.
- B. It shall be located, authorized and licensed to do business and located in the U.S.

7. 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](#)).**
- **Send by TRASPARE the expression of interest/selection of economic operators by [Wednesday March 12th, 2025, at 12:00 pm, \(PST\)](#).**
- **Upload and sign the expression of interest on TRASPARE.**

No expression of interest shall be accepted after the deadline.

8. AWARDING CRITERIA

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

The contract will be awarded to the company that has presented the **lowest price** in terms of company prices for the services, as resulting from the average of the quotations offered, pursuant to art. 11 of the *Ministerial*



Decree 32/2024.

ITA – Los Angeles Office has the authority to award the contract even if only one bid has been submitted, provided it is deemed valid and worth accepting. 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.

9. AWARD NOTIFICATION AND EXECUTION OF THE CONTRACT

After identifying the best offer, ITA– Los Angeles Office will award and execute the framework contract. It is expressly forbidden to resort to subcontracts, in consideration of the specific nature of the services, which need a trustworthy interlocutor.

10. SECURITY DEPOSIT

Before signing the contract, applicable regulations prescribe the submission of a **performance surety bond or a non-transferable cashier's check by the awarded bidder**, that amounts to **5% of the estimated amount of the bid (EURO 10,000,00)**.

The deposit must be issued in favor of: **Italian Trade Agency, Los Angeles Office, 12424 Wilshire Blvd, Suite 1400, Los Angeles (CA) 90025.**

The expenses to obtain the performance surety bond shall be the responsibility of the bidder.

The performance surety bond or the non-transferable cashier's check will be returned to the Agency at the conclusion of the contract, after ITA has determined that all obligations and performance of the awarded Agency have been properly performed in accordance with the Framework Contract, the individual service awards, and applicable laws of the State of California.

The final guarantee may be enforced by ITA in the event of fraud or default attributable to the performer.

11. SERVICE ORDERS

The above services will be requested with single "Service Orders" signed by the Trade Commissioner, for the services requested, that will be charged according to the awarded prices.

For the services is deemed to have been activated upon request dispatched by e-mail containing all the relevant data specification, services requested, length of the contract, and any other elements.

The company will reply by the same means, acknowledging the request and sending its quotation, according to the framework contract.

ITA does not bind or commit itself in any way to stipulate Service Orders for the above indicated budget, not even for a minimum amount of it. Each Service Order will be issued based on ITA's specific needs regarding the services regulated in the Framework Contract.

12. COMPANY'S OBLIGATIONS

The awarded company is required to carry out the service with the maximum care and diligence, in accordance with the provisions of these specifications and in accordance with the procedures described below. The contracted company undertakes to:

- transfer all the produced material and its copyrights to ITA. The Company agrees to transfer to ITA the right to use and reproduce the provided materials (images, videos, contents, ecc.) for any purposes and without limitations, in addition to holding ITA harmless from all legal actions and/or claims by third parties alleging violation of rights, including, but not limited to, intellectual property rights, patents, copyrights, trademarks



and similar industrial property rights, violation of privacy and damage to public image.

- indicate for each service requested at least 3 options.
- designate at least one of their employees as the contact person in charge of providing the services attached herein. The contact person shall ensure the proper execution of services, acting promptly to solve any problem that may arise and answering in a timely manner to any request made by the ITA. The contact person shall not change during the life of the contract, unless rightfully justified by the supplier.
- comply with all applicable rules, regulations, and laws, be they general or specific provisions for the sector of the products at issue, in particular existing technical and safety provisions as well as the ones that may be issued after the execution of the contract.

ITA reserves the right to:

- request all the changes that they will deem appropriate before final delivery of the product. Therefore, if the proposed project does not get first approval, the awarded company shall revise the same based on the instructions provided by ITA until the project is approved. Please note that approval of the project by ITA is a prerequisite for the execution of activities and pertaining expenses. The awarded company, in the execution of the above services, shall adhere strictly to the specifications and instructions provided by ITA and shall not make any changes of their own volition. The awarded company shall guarantee that all services are rendered accurately and in full cooperation with the contact persons at the ITA.
- to request changes to the proposal after it has been accepted, without a rise in costs; it also reserves the right, at its sole discretion, to reject the proposals submitted and therefore the winning company agrees to waive all rights to compensation or identification of any type.

13. PAYMENTS TERMS

Italian law does not allow advance payments for public contracts.

Therefore, invoices will be settled based on the services rendered and addressed to: ITA - Italian Trade Agency — Los Angeles Office, 12424 Wilshire Blvd, Suite 1400, Los Angeles (CA) 90025, to the attention of the Trade Commissioner Giosafat Rigano’.

All the necessary information to execute ACH transfers must be included in each invoice and/or communicated to ITA.

Payments will be issued by ITA in USD by direct deposit within 30 days of receipt of an invoice issued by the awarded service provider.

14. PENALTIES

Penalty will apply in case the above-mentioned services are rendered:

- a) not in conformity with the terms of reference up to 10% of the entire value of the contract will be charged.
- b) For each day of delay with respect to the delivery terms contained herein, from 0.3‰ to 1‰ of penalty, calculated on the value of the delayed service rendered, not including claim for larger damages.

15. RULES OF CONDUCT OF THE COMPANY



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> in the section "Amministrazione Trasparente" (Transparent Administration) — "Disposizioni generali" (General provisions) — "Atti generali" (Acts of general application) - "Code of Conduct".

16. REFERRAL RULES

For all other terms and conditions not regulated herein, please refer to the provisions 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.

17. COMPETENT JURISDICTION

In case of dispute between the Italian Trade Agency and the Appointed Contractor, the Court of Law of California will be the competent jurisdiction.

18. PRIVACY AND DATA TREATMENT

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 ICE-Agenzia at <https://www.ice.it/it/privacy>.

Contractor agrees, where required by law, that its corporate data and information will be stored and published on ITA website among which, Contractor name; address; amount of consideration.

19. 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>).

20. CONTACT INFO

If you have any questions regarding this market survey notice, please contact: losangeles@ice.it.

Cordially,

Giosafat Rigano'
Trade Commissioner
Italian Trade Agency – Los Angeles Office