



ITALIAN TRADE AGENCY

Sydney Office

Date Published: 9/3/2020

Closing Date: 23/3/2020

EXPRESSION OF INTEREST

“MARKET ANALYSIS ON MADE IN ITALY FOOD RETAIL IN AUSTRALIA”

The Italian Trade Agency in Sydney intends to initiate a negotiated procedure for the assignment of a Market Analysis on food retailing in Australia, with focus on Made in Italy products (brands and private labels).

In compliance with the principles of non-discrimination, equal treatment, fair competition, rotation and transparency, ITA is preliminarily identifying qualified economic operators based in Australia and interested in submitting a proposal.

This procedure is carried out pursuant to Italian Legislative Decree 50/2016 as emended by Legislative Decree 192/2017, in conjunction with the Guidelines issued by the Italian Authority ANAC.

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

CONTRACTING AUTHORITY

Italian Trade Agency, located on Level 19, 44 Market Street, Sydney NSW 2000.

The person responsible for this procedure is Ms Paola De Faveri, Italian Trade Commissioner.

DESCRIPTION OF REQUESTED SERVICES

See Briefing in attachment.

VALUE OF CONTRACT

The total available budget for this project is **52,000.00 AUD, plus GST**.

To be considered valid, your quotation must be **equal or lower** with respect to the total available budget. The contract will be awarded to the **lowest offer**, provided that the proposal is submitted in accordance to the requirements set in the briefing.

EXPRESSION OF INTEREST

The expression of interest must be sent by email to: sydney@ice.it no later than 14:00 of the closing date, 23/3/2020. Expressions of interest received after this deadline will be excluded.

The expression of interest will be examined by the person in charge of the procedure. It will not



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imply the right to an automatic invitation to tender: this notice is a market survey and it does not constitute a contractual proposal.

Companies invited to provide a proposal and a quote will have to meet the following requirements:

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

ITA Sydney is willing to invite no less than five candidates, upon verifying the participation requirements. If this number is not reached, ITA reserves the right to proceed with a number lower than the above-mentioned minimum.

The letter of invitation, with the tender information and all instructions to participate, will be sent to the selected Companies at the address indicated in their correspondence, not later than the 27th of March, 2020.

For any information, please contact the Italian Trade Agency at email sydney@ice.it

Paola De Faveri
Italian Trade Commissioner
(signed in original)



BRIEFING: “Market Analysis on large-scale food retail in Australia”
FOCUS: MADE IN ITALY (Brands and Private labels)

Objective:

The Market Analysis is aimed at accessing key insights and data on Made in Italy products (brands and private labels) in the Australian food retail industry (focus on major retailers, for value of sale and/or reputation).

Pls note that we refer to “*Authentic Italian products*” and not to “*Italian Sounding Products*”.

Structure:

Up-to-date overview on large-scale food retail in Australia - at a national and state level, with focus on major retailers, for value of sale and/or reputation:

- I. Market share and turnover
- II. Corporate structure
- III. Retail/Distribution networks: number, weight and structure of points of sale
- IV. Degree of competition and relative positioning

Made in Italy - analysis by product category for each retailer, focus on brands and private labels:

- V. Current performance of Made in Italy (brands/private labels) within the category: volume and sales, last three years
- VI. Percentage of growth on a value & volume basis
- VII. Total share of Made in Italy (brands/private label) in each category
- VIII. Existing Italian suppliers (brands/private label)
- IX. Italian sounding vs Made in Italy: number of suppliers & volume of sales
- X. Competition and comparative price levels: average price per volume of Made in Italy vs category average
- XI. Percentage of Australian households buying Made in Italy by category
- XII. Geographical location of stores with the highest Made in Italy purchase value
- XIII. Main trade promotional activities with focus on in-store campaigns: is Made in Italy promoted more or less than the category average
- XIV. Market opportunities and drivers of growth vs weaknesses and threats
- XV. E-commerce: available data, overall performance vs Made in Italy performance



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Product categories:

1. All categories combined
2. Pasta
3. Cheese
4. Cured Italian ham / cold cuts
5. Tinned tomatoes
6. Pasta sauces
7. Preserved vegetables other than tomatoes
8. Coffee
9. Olive oil
10. Vinegar
11. Ready-made convenience meals (frozen & chilled)
12. Frozen dessert & Gelato
13. Bread, Pastry, Cakes, Biscuits and similar baked products
14. Chocolates & chocolate bars
15. Bottled water (still & sparkling)

Items per categories:

- Total category
- Total Made in Italy: Brands and Private label

