



Los Angeles Office

July 16th, 2025

Prot. n. 0082191/25

RUP: Giosafat Riganò

COAN: U24EC032P1

## EXPRESSION OF INTEREST

### INNOVATION - HI-TECH PROJECT – ITA LOS ANGELES OFFICE

September 15th, 2025 – September 14th, 2026

**ITA - Los Angeles Office** is inviting to submit an expression of interest for “**INNOVATION - HI-TECH PROJECT**” – **for one year contract** - to be assigned pursuant to art. 7 paragraph 2, letter. a), and paragraph 4 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 with a network of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses. In the US, ITA is present in the following cities: 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 [www.ice.it](http://www.ice.it) (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 Riganò**, the ITA Los Angeles Trade Commissioner.

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

#### **3. SCOPE OF WORK**

ITA is currently looking for a specialized company (**hereinafter Selected Service Provider**) with strong understanding of the hi-tech sector in the US and in Italy, and good relationship with key players and professionals in both ecosystems.



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The **Selected Service Provider** should appoint a well-qualified full-service **project manager** acting as the **Innovation - Hi-Tech Desk at ITA - Los Angeles Office and, when required, at INNOVIT San Francisco**, to develop a promotional and assistance program for Italian SMEs and start up accessing the US market.

The **Hi-Tech Desk** can also be required:

- to closely collaborate with the ITA’s network in the US and with the ITA’s Technology office in Rome, under the coordination and supervision of the ITA Trade Commissioner in Los Angeles.
- for business missions in the US or in Italy, previous authorization by the ITA Trade Commissioner in Los Angeles, at its sole discretion, according to the current ITA employees’ travel policy and regulations.

**4. DESCRIPTION OF REQUESTED SERVICES AND DELIVERABLES**

	Services requested	Deliverables	Target (yearly)	Target (quarterly)
1	<b>Market analysis</b>	Preparation of U.S. <u>market reports</u> focused on hi-tech topics and main vertical industries (for example AI, cybersecurity, robotics, etc.) to be updated on a semestral basis. Relevant topics to be proposed by the selected service provider.	<b>n. 4 market reports</b>	<b>1 report</b>
2	<b>Information</b>	Provide relevant news focused on market trends of interest for the Italian ecosystem, to be published, on a weekly basis, on ITA’s website or ITA’s social accounts.	<b>n. 100 news</b>	<b>25 news</b>
3	<b>U.S. network development</b>	Update the sectoral database with the main US key players and professionals in the hi-tech industries (corporates, SME’s, venture capitalist, business angels, banks, incubators, accelerators, University, Research Centers, Media, etc.). The Database should comply with the ITA’s BDOE content and regulations.	<b>80 new contacts</b>	<b>20 new contacts</b>
4	<b>Organization of promotional activities</b>	a) Supporting the preparation of the promotional plan 2025/2026 for the innovation sector, by identifying the main events (Fairs, Seminars, Webinars, Incoming in Italy, etc., of relevance for the italian	<b>5</b>	<b>according to the event schedule</b>

		ecosystem) with at least n. 2 new activities; b) Organizing the activities of the promotional plan 2025 (Global Startup Program, CES 2026, Incoming Delegations to Italy, etc.).		
5	<b>Assistance to the Italian ecosystem</b>	Provide individual assistance services to Italian SMEs, startups, corporates and intermediary organizations (Research Centers, Universities, ecc.), interested in approaching the US market.	<b>n. 100 free services n. 4 paid services</b>	<b>according to the service request</b>
6	<b>Assistance to American Companies</b>	Provide individual assistance (free and/or paid) to American counterparts interested in partnership with the Italian market.	<b>6</b>	<b>according with the service request</b>
7	<b>Administrative tasks</b>	Management the <u>administrative process</u> for the above activities including contracts and all the public procurement activities. <u>b) Quarterly reports</u> on the activities completed and goals achieved. The annual/final report (4th) including a recap of the entire year. c) Enlarge the list of potential vendors, contractor, experts etc. to support program activities	<b>4</b>	<b>1</b>

The **Hi-Tech Desk** is not required at ITA's premises upon a daily basis and can be required for business missions in the US or in Italy, previous authorization by the ITA Trade Commissioner in Los Angeles, at its sole discretion, according to the current ITA employees' travel policy and regulations.

Upon exceeding **ALL** the required targets, ITA can grant a premium up to 5% of the total amount of the contract.

#### **5. REQUIREMENTS FOR PARTICIPATION**

To participate in this Expression of interest, the Company shall meet the following eligibility requirements:

- a) It shall be eligible and possess all the necessary qualifications, in full compliance with local laws.
- b) It shall be located, authorized, and licensed to do business in the United States.
- c) it shall hold an extensive experience and understanding of the High-Tech industry in the US and in Italy (**minimum 5 years**)



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In addition, the candidate to be **appointed as Hi-Tech Desk** shall possess:

- a relevant degree in one or more of the following disciplines: Economics, Engineering, Computer Science, and any other relevant degree related to this assignment;
- an extensive career background in the hi-tech and innovation sectors (**minimum 5 years**)
- previous experience with Italian public bodies entitled to internationalization abroad;
- outstanding communication skills and work ethic, with attention to detail;
- proficiency in English and Italian;
- good working knowledge of the Microsoft Office package (excel, Power Point, Word).

*The awarding of the contract will be subject to the verification of these general requirements. The possession of general requirements must be maintained for the duration of the contract.*

**IMPORTANT: Failure to meet even one of the above participation requirements related to the candidate company and to the appointed High-Tech Desk will determine the exclusion from the tender.**

## **6. BUDGET OF THE CONTRACT**

The maximum budget allocated for this project is **Euro 115.000,00** (one hundred fifteen thousand euros), **for a 12-month contract.**

**This budget is inclusive of all taxes and duties, fees and expenses and as well as any associated costs or expenses to achieve the required deliverables (including expenses for: taxi, public transportation, internet access, business meals).**

**Therefore, the offer must not exceed Euro 115.000,00**

Offer exceeding the mentioned amount will be automatically excluded from this Expression of interest.

Should any other out-of-pocket expenses be required to perform the activities required, both ITA and the **Selected Service Provider**, prior to such expenses being incurred, shall mutually agree upon them, according to any applicable then-current ITA administrative regulations.

**Expenses related to business missions in the US or Italy** will be covered by ITA, only if pre-authorized by the ITA Trade Commissioner of Los Angeles Office, at its sole discretion, and according to current ITA employees' travel policy and regulations.

## **7. DURATION OF THE CONTRACT**

The duration of the contract (the "Contract") is **12 months, starting from the effective date of signature (estimated date is 15th September 2025).**

The Contract will automatically terminate on its expiration date, without any notification between the parties. **There will be no tacit renewal of the Contract.**

Any extension will be limited to those instances in which additional time is required to identify a new service provider for future contracts, and ITA, in its sole and absolute discretion, requests the Selected Service Provider

to extend the Contract. In such a case, the Selected Service Provider will be obliged to perform the Services provided for in the Contract, for any such extension period, on terms and conditions no less favorable to ITA than are contained in the Contract. In the event ITA requests such an extension, the Selected Service Provider may elect to extend or not, in its discretion.

## **8. 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: <https://www.ice.it/en/markets/usa/los-angeles/vendors-registration-procedure-vrp>).
- Upload and sign the expression of interest on TRASPARE. No expression of interest shall be accepted after the deadline.
- Send by TRASPARE the expression of interest/selection of economic operators **by July 25th, 2025, at 12:00 pm, (PST)**.

## **9. AWARD CRITERIA AND EVALUATION PROCESS**

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

The contract will be awarded based **on the lowest bid deemed suitable**, based on articles of this Expression of Interest and the economic offer.

Greater alignment between the proposed Project Manager's CV and ITA's requirements will be considered a **criterion of preference** in the evaluation of the related offer.

After identifying the best quotation, ITA will award and execute the contract. The award will take place even in the presence of a single quotation, if it is deemed valid.

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.

## **10. NO SUBCONTRACT OF SERVICES**

It is expressly forbidden to resort to subcontracts, in consideration of the specific nature of the services, which need a trustworthy interlocutor.

## **11. TERMS OF PAYMENT**

The total price of the service will be paid to the **Selected Service Provider** in the following ways:



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- a) 20% of the total will be paid as a down payment after signing the contract;
- b) 80% of the total will be paid divided into 4 quarterly;

Each installment will be paid upon receipt of:

- a report on the activities carried out in the period;
- an original invoice made payable to the attention of the Trade Commissioner Giosafat Rigano': ITA - Italian Trade Commission - Los Angeles Office, 12424 Wilshire Blvd, Suite 1400 Street, 90025 Los Angeles (CA) - All information required to execute ACH transfers must be included with each invoice and/or communicated to ITA.

**Please note that our office is part of the official Mission of Italy to the United States and is exempt from paying taxes on purchases over \$325.00.**

Further instructions regarding billing will be included in our contract letter to the awarded firm. It is understood that payment terms will not apply in the event of default (and subsequent penalties) during the performance of services by the awarded firm. In such a case, payment terms will be applied from the date the problem is resolved and after ascertaining the absence of penalties.

## **12. CONTRACT TERMINATION CLAUSES**

Failure by the **Selected Service Provider** to reach, within six months of the commencement date of the Contract, at least 30% of each of the Minimum Targets relating to the target above mentioned will entitle ITA to automatically terminate the Contract. In this case, ITA will not be liable for any further payments that otherwise may be due and owing under the Contract.

In the event the designated **Hi-Tech Desk** is temporarily unable to serve for any reason whatsoever (illness, family leave, vacations or other reason) or is no longer available to cover the above position, the **Selected Service Provider** must promptly notify ITA, in advance, with the name and resume of a replacement. ITA at its sole discretion, may or may not accept the replacement. Should the **Selected Service Provider** awarded the service not be able to indicate another acceptable substitute, ITA shall be entitled to terminate the contract, without any obligation to pay the supplier any further compensation.

Through a negotiated procedure ITA has the authority not to award the contract, if it deems it appropriate to exercise the right of self-protection and if it finds that the bids received do not comply with the technical and financial contents set forth herein.

## **13. PENALTIES**

If, at the end of the contract, 100% of the total assigned target has not been achieved, the Selected Service provider will be charged a penalty up to 10% of the total Service Price.

## **14. RULES OF CONDUCT OF THE AGENCY AND/OR STAFF OF THE AGENCY**

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> at the section "Amministrazione Trasparente" (Transparent Administration) — "Disposizioni generali" (General provisions) — "Atti generali" (Acts



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of general application) "Code of Conduct". For any breach of obligations under the code, if the same is considered serious, ITA will have the option to terminate the contract. By signing you agree to the terms outlined in this document and, to the best of your knowledge, affirm that you have not retained or engaged professionally anyone who has ceased his or her employment with the Italian Trade Agency within the last three years and whom had occupied a management role in said organization or had been delegated management powers to execute contracts or other commercial transactions on behalf of the said organization.

#### **15. REFERRAL RULES**

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

#### **16. 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>).

#### **17. COMPETENT JURISDICTION**

In case of a dispute between the Italian Trade Agency and the awarded company, the Court of Law of California, U.S.A., will be competent jurisdiction. In the event of a disagreement between the ITA and awarded company, the prevailing party shall be entitled to recover attorney's fees and costs from the non-prevailing party.

#### **18. PRIVACY**

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 ITA-Agency at <https://www.ice.it/it/privacy>.

Access to tender documents is governed by Law no. 241 of August 7, 1990.

#### **19. CONTACT PERSON**

For further information concerning this Expression of interest, kindly contact the Italian Trade Agency – Los Angeles Office - Email: [losangeles@ice.it](mailto:losangeles@ice.it), Tel +1 (323) 879-0950; Fax +1 (310) 203-8335 – [www.ice.it](http://www.ice.it).

We look forward to receiving your proposal.  
Sincerely,

Giosafat Riganò  
Trade Commissioner  
Italian Trade Agency – Los Angeles Office