



ITALIAN TRADE AGENCY

Berlin Office

Berlin, 30/11/2023

COLLECTION OF EXPRESSIONS OF INTEREST FOR THE SELECTION OF A SERVICE PROVIDER FOR THE AIE DESK (FOREIGN INVESTMENTS ATTRACTION DESK) AT ITA BERLIN OFFICE.

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

The ITA - Italian Trade Agency Berlin Office is currently looking for a service provider for the AIE Desk, whose duties shall be performed over a period of a maximum of **18 months**, approximately starting **April 2024**.

The services required will be promoting direct investment primarily from Germany to Italy and strengthening awareness of the Italian economic and regulatory environment.

CONTRACTING STATION

ITA - Italian Trade Agency (Ice - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane) - Berlin Office, Schlüterstr. 39, 10629 Berlin, Germany - www.ice.it - represented by Francesco Alfonsi, Director of the ICE Berlin Office - E-mail: berlino@ice.it Tel: +49 30 88440300

Miss Sonia Poleggi is the person in charge of the procedure (RUP - Responsabile unico del procedimento) - E-mail: berlino@ice.it Tel: +49 30 88440300.

GENERAL REQUIREMENTS

The ideal supplier should:

- have a well-established knowledge of finance, in particular investment banking and the management of advice or experience with an investment promotion agency, preferably with relevant professional experience in both Germany and Italy;
- have at least a 3-year proven experience in the economic, financial and investment environment;
- have an in-depth knowledge of global FDI and the economic and industrial environment in Germany;



- have performed services similar to the services covered by the procedure (strategic and operational support in the investment banking sector or in the field of management consulting) involving an overall amount of EUR 200,000.00 in the last three years;
- have performed at least one finalised service similar to the service covered by the procedure (strategic and operational support in the investment banking sector or in the field of management consulting) involving an overall amount of at least EUR 50,000.00 in the last three years;
- should guarantee a presence at the ICE Berlin office for at least 8 hours per week, which may be either distributed over a number of working days, or concentrated in a single day, for the whole duration of the contract.

OBLIGATIONS OF THE SUCCESSFUL TENDERER

The appointed supplier shall provide **at least one person** dedicated to the activity, in cooperation with and with the approval of the management of the Berlin office, for the following main activities:

- Market intelligence activities:
 - analysis of the local market and potential foreign investors in Germany, with the aim of developing a database of potential investors;
 - promoting the offer portfolio prepared by the Foreign Investment Attraction Coordination Office of the ICE-Agency headquarters and its Partners according to the needs of potential investors who have expressed interest;
- Promotion, marketing and networking activities:
 - organising preliminary framework meetings, promotional and networking events, such as conferences, workshops and meetings with target investors, to support the attraction of foreign investment in Italy, also based on concrete proposals in the various sectors of interest;
- Lead generation, scouting and support for potential investors:
 - proactively identifying investors' interests, providing information and assistance from the initial contacts to the post-assistance phase.

In detail:

- Developing an investment note/study in Germany;
- Developing and implementing business plans for the promotion of German/international investments in Italy;
- Actively promoting Italy as an important destination for FDI and business among German investors;
- Creating and updating a portfolio of potential German/international investors;
- Identifying companies in priority sectors and markets through document research, networking, participation in conferences and trade fairs;

- Responding to potential investors' questions by providing timely advice and effective assistance;
- Developing and updating information notes, both for German and Italian operators, relating to the investment sector, any significant opportunities and/or events of particular relevance in the markets of competence for foreign investors.
- Planning, organising and managing initiatives (seminars, meetings, webinars, participation in trade fairs and congresses, etc.) - in Germany and Italy or where required - to promote investments;
- Developing links and networks with business multiplier organisations and local authorities;
- Providing support to the ICE Berlin Office to assist Italian companies looking for German investors.
- Keeping the ICE Berlin Office and the coordination office updated, using platforms and other IT tools that will be made available for this purpose, with **bimonthly reports** on the activity carried out, and finally, with a **final report** at the end of the contract;
- Complying with the ITA Agency's quality procedures.

DURATION OF THE CONTRACT

The duration of the contract is **maximum 18 months**, with a start date approximately in **April 2024**. The contract will end automatically on the expiry date, without any notification between the parties.

There will be no tacit renewal of the contract. Any extension is limited to the time strictly necessary for the conclusion of the procedures necessary to identify a new contractor (pursuant to Art. 120, para. 11 of the Italian Procurement Code). In this case the contractor shall be obliged to perform the services provided for in the contract at the same prices, agreements and conditions or more favourable for the contracting authority.

The contract may be extended by decision of the contractor within the limits of the Italian law.

ECONOMIC OFFER AND TERMS OF PAYMENT

The total net available amount of the procedure is **EUR 200.000** for 18 months, including the Performance Bonus; no improved offers compared to the amount indicated herein are permitted.

The compensation will be paid to the appointed company in deferred instalments on a bimonthly basis, following the delivery of a report on the activities carried out and the issue of the relevant invoice.

THE APPLICATION PROCEDURE

This notice will be published on the website of this contracting authority **for a period of 20 days** starting from the day following the date of publication.

Any potential supplier interested in applying for this Call for Expression of Interest shall:

- register on the ITA - Italian Trade Agency Berlin Office "Supplier Register" - it is mandatory and a prerequisite for participation in tenders;
- submit an application form to ITA - Italian Trade Agency Berlin Office (see Application form attached) before the Deadline, in order to be considered as a possible provider and to be invited to the official call for tenders.

The application form shall be sent to the following email addresses: s.poleggi@ice.it; y.fernandez@ice.it.

The Deadline for submission of the Expression of Interest is **21/12/2023 at 12:00 PM**.

Francesco Alfonsi
Director ITA Berlin

