



MARKET SURVEY NOTICE FOR MEDIA PLAN & BUY - BEAUTY MADE IN ITALY - 2019

Selection of economic operators to be invited to a Request for Proposal (RFP) for amounts below the European Union community threshold (Euro 221,000.00), to be carried out pursuant to:

- art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and subsequent amendments and additions;
- art. 10 of Ministerial decree no. 192 of 2 November 2017;

MEDIA PLAN & BUY - BEAUTY MADE IN ITALY - 2019

Pursuant to art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and subsequent amendments, in conjunction with Guidelines n. 4, issued by the ANAC in implementation of Legislative Decree 18 April 2016, n. 50, containing "Procedures for the awarding of public contracts for amounts below the thresholds of Community relevance, market surveys and training and management of lists of economic operators" (Resolution No. 1097 of 26 October 2016), and as regards D.Lgs. 19 April 2017, n. 56, it is announced that the ITA-New York Agency intends to initiate a negotiated procedure for the acquisition of the services in question, proceeding with the preliminary identification of **Media Buying Agencies focused on Beauty able to work on the whole U.S. territory** interested in participating to the procedure that are in possession of the general requirements and professional competence, as per articles 80 and 83 of Legislative Decree 50/2016.

CONTENT OF THE REQUESTED SERVICES:

The service will consist in the following:

Draft a media plan and conduct media purchasing for creative campaigns to promote the excellence of Italian beauty brands to American beauty companies and consumers. A target goal would be to influence purchasing decisions to include Italian companies in American consideration sets. We expect to execute via Facebook Advertising to support our member brands; As well as Programmatic digital ads

SERVICE DURATION

April 1 to December 31st 2019

BUDGET

The expected level of spending for the contract will not exceed **\$100,000** total (net of statutory taxes) and will correspond to the total amount to be paid to the awarded Contractor.

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

PRESENTATION OF APPLICATIONS FOR PARTICIPATION

This notice will remain published on the website of this office (contracting authority) for a period of 15 days starting from the day following the date of publication.

Requests for participation by economic operators interested in the selection procedure in question must be signed by the legal representative of the company, or his delegate, and sent to the e-mail address newyork@ice.it no later than 12:59 PM (EST) on February 28, 2019 clearly indicating in the subject of the e-mail the following statement:

BEAUTY MADE IN ITALY - MEDIA PLAN & BUY - 2019

The following attachment must be included:

- **Enclosed Application form “A” - dated and signed by the legal representative or its delegate with power of representation accompanied by a valid photocopy of the ID** (downloadable from the website);

Additionally, we require that you register as a vendor (even if you have already done so in the past) by following the instructions at the following link:

<https://www.ice.it/en/index.php/markets/usa/new-york/vendors-registration-procedure-vrp>

Applications for participation received after the above deadline will not be considered.

The request for participation does not lead to the Administration having any specific obligation regarding the continuation of the negotiation.

REQUIREMENTS FOR PARTICIPATION IN THE RFP PROCEDURE

In implementation of the principles of transparency, publicity, impartiality pursuant to art. 4 of Legislative Decree 50/2016, amended by Legislative Decree 56/2017, the ITA will proceed to invite to the RFP procedure a number not less than three operators that have properly applied for participation. If the minimum number of candidates that meet the selection criteria is not reached, ITA will proceed, pursuant to art. 91, c. 2 of Legislative Decree 50/2016 and subsequent amendments and additions, also in the presence of a number of candidates lower than the above-mentioned minimum.

Companies, which will be invited to participate in the negotiated procedure to be carried out, will be required to meet the requirements of the enclosed declaration (form B).

The procedure for the realization of the service in question will be awarded with the criterion of the lowest price offer pursuant to art. 11, of the Ministerial Decree no. 192 of the 21 November 2017.

The detailed procedures for evaluating offers will be indicated in the letter of invitation to the RFP.

The letter of invitation and the documents necessary for the participation in the RFP in question will be sent - to the selected operators - to the email address indicated in the application form A.

DISCLOSURE UNDER THE ART. 13 ET SEQ. OF THE EU REGULATION 679/2016

In compliance with the provisions of art. 13 and under the EU Regulation 679/2016 on the protection of personal data of physical persons, as referred in art. 4 of the aforementioned Regulation, we inform you that your personal data is collected, processed, used and disseminated solely for the institutional purposes of ICE-Agency, as required by art. 14, paragraph 20, D.L.98 / 11 converted into L.111 / 11 as replaced by art. 22 c. 6 D.L. 201/11 converted into L. 214/11 and for this purpose will be included in the Central Data Bank of ICE.

Your personal data, merged into the Central Data Bank of ICE, can be used to send proposals of participation in initiatives organized by ICE, such as fairs, workshops, seminars, training courses, etc., and used to carry out customer satisfaction and other surveys concerning the activity of ICE.

This process will take place by means of paper and / or computerized methods. The data will be communicated and disseminated to other public entities to fulfill specific legal obligations.

We also remind you that you may exercise, at any point of time, the rights referred to in articles 17 and the ones EU Regulation 679/2016. For any information it is possible to contact the handling in charge of ICE-Agency, [Via Liszt 21 00144 Rome](#) or the data control in charge at the office.

This notice constitutes exclusively a call for expressions of interest to be invited to the RFP that will be carried out and therefore does not imply any obligation for the ITA towards the interested parties.

The Office of reference for the selection procedure is the ITA-New York Office (email: newyork@ice.it).

The only subject in charge of the proceeding [Chief Procurement Officer (CPO)/Responsabile Unico del Procedimento (RUP)] is **Mr. Maurizio Forte – The Italian Trade Agency - New York, Italian Trade Commissioner.**

Signed by

Dr. Maurizio Forte
Italian Trade Commissioner
Executive Director for the USA

Signed in original