



Ufficio di Miami

MARKET SURVEY NOTICE

"P.R Services for the promotion of Salone di Genova 2023 in the U.S"

(For an amount below Eur 40,000, as per the selection procedure of the Italian Legislative Decree 50/2016, art. 36, paragraph 2, letter a, and the Italian Ministerial Decree 192/2017 art. 7, paragraph 2, letter a)

BACKGROUND

The Italian Trade Agency (ITA) is the government organization that promotes the internationalization of Italian companies, in line with the strategies of the Ministry of Foreign Affairs and International Cooperation. The ITA provides information, support, and advice to Italian and foreign companies. In addition to its Rome headquarters, the ITA operates worldwide from a large network of Trade Promotion Offices linked to Italian embassies and consulates and works closely with local authorities and businesses.

The ITA provides a wide range of services overseas helping Italian and foreign businesses to connect with each other:

- identification of possible business partners
- bilateral trade meetings with Italian companies
- trade delegation visits to Italy
- official participation in local fairs and exhibitions
- forums and seminars with Italian experts

In the US, the network operates offices 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: www.ice.it/en (English), www.ice.it (Italian).

This invitation for bid is published on the ITA Miami website also in order to increase the number of potential service providers in the Vendor Registration Portal. For more information, please consult <https://www.ice.it/en/markets/usa/new-york/vendor-registration-portal>

INTRODUCTION

This Market Survey Notice issued by the Italian Trade Agency, Miami Office (hereinafter referred to as the "ITA") summarizes here the background, scope, objectives, process, and timeline for the requested service aimed to promote the expansion of the Salone del Mobile in Milan, Italy through various events in the U.S in order spread awareness of the Italian Design industry to local businesses and local press.

SCOPE OF WORK

The initiative aims to spread knowledge and raises awareness and appreciation for Italian products in the design industry and the promotion of the prestigious Salone del Mobile tradeshow in Milan, it will be conducted working closely with the ITA Miami's and Salone del Mobile's team:

- Creation of the invite letter
- Organization and management of the invitee's RSVP database for the event
- Organization of photograph, receptionist, and video services during and after the event
- Organization of interviews with specialized press in Italy and the United States
- Share material of the event such as videos, interviews and photos with main media press in Italy and the United States (Must provide proof of coverage after the event)
- Selection of VIP guests for the event (tbc)

Below specific details of the event:

Briefing: it is expected to organize 2 (two) press and trade presentations about The Salone di Genova using videos, ppt presentation and speakers both from Italy and US

1 - Date: 5/25/2023

- Place: New York Yacht Club Harbor Court, Newport, Rhode Island
- Time: 5 PM – 8 PM EST

2 - Date: 10/26/2023

- Place: Ft. Lauderdale International Boat Show – Location TBD
- Time: 5 PM – 8 PM EST

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BUDGET:

The budget for this project must be for a complete turnkey pricing and no greater than \$28,000 USD inclusive of all vendor fees, agency fees, usage rights, shipping, rentals, set up, transportation costs to/in Ft. Lauderdale and Newport for the crew and any related costs that are considered necessary.

All candidates must comply with the Vendor Registration Procedure and, if they haven't already done so, submit the Application for Vendor Registration found on our website.

Upon completion of the application and receipt of all related documents, candidates may express their interest by sending an offer via e-mail to miami@ice.it with the subject "P.R Services for the promotion of Salone del Mobile in the U.S."


Deadline: Quotes must be received by email to miami@ice.it not later than the 12:00 PM EST of April 28, 2023, providing a quotation in the candidate letterhead and a copy of this market survey notice duly signed (each pages). Quotes received after the deadline will not be taken into consideration.

Selection: The contract will be awarded to the most qualified candidates who offer the lowest price complying with all the requests.

If you have any questions, please feel free to contact our office at miami@ice.it or 305-461-3896.

We look forward to receiving your offer.

Sincerely,


Carlo Angelo Bocchi
Director
ITA Miami