



To the Economic Operator

Consultation of economic operators aimed at direct assignment pursuant to art. 7 paragraph 2 letter a) of Ministerial Decree 192/2017 as amended by Decree of 17 January 2024, no. 32 of the

REF: MARKET SURVEY ON: MARKET RESEARCH ON BUSINESS OPPORTUNITIES IN THE FISHERIES AND BLUE ECONOMY SECTORS IN KENYA AND TANZANIA.

• **CIG: (TBC)**

We hereby invite you to submit a proposal for the above-mentioned market survey.

The survey will be conducted under the coordination of the ICE Agency Office in Nairobi, which will commission its execution and publication to a specialised entity with operational capacity in Kenya and Tanzania.

The objective of the initiative is to assess the potential and opportunities for Italian companies interested in expanding their activities in the fisheries supply chain, aquaculture, fish product processing, and blue economy sectors in Kenya and Tanzania; the survey will also serve as a preparatory study for a subsequent mission of Italian companies in the region. Particular attention must be directed towards improving the value chain of local fish products and increasing their added value.

Phase One: Creation of a database of local counterpart stakeholders, public and private entities, with which to define the framework of fish resources and aquaculture in coastal, lacustrine and inland areas, and to prepare the programme of visits, interviews and meetings at production sites in the two identified countries.

Phase Two: Field visits and interviews at various sites (ports, fish processing companies, fishing fleets, shipyards, etc.), conducted by Italian and local experts, to identify weaknesses and needs of the sector.

Phase Three: Identification of targeted training programmes aimed at developing local skills, improving product quality and promoting sustainable fishing practices in line with the standards required by export markets.

Training proposals may present alternative solutions that allow for the possibility of creating activities linked to the fisheries and aquaculture supply chain, also involving Italian entrepreneurs, national projects and cooperation projects. The Italian System in the two countries, can provide an interesting contribution thanks to its knowledge of ongoing initiatives and/or that of local entrepreneurs in the fisheries and aquaculture supply chain.

The survey will focus for both countries on:

- Defining the framework of the fisheries, aquaculture and processing supply chains in coastal, lacustrine and inland areas
- Assessing and identifying possible partnerships with companies, projects, investors and local operators active in fisheries supply chains, aquaculture, processing, logistics and blue economy-related services
- Identifying for the different areas the advanced technologies and equipment for coastal, lacustrine and aquaculture fishing, all requirements necessary for the development of the sector, including product traceability systems with sustainable characteristics
- Identifying and proposing innovative solutions for fisheries, aquaculture and fish processing, conservation and distribution supply chains, with particular attention to cold chain solutions and packaging compliant with international standards where Italy has undisputed excellence
- Verifying the feasibility of aquaculture facilities in open sea, inland waters and major lake basins, including high commercial value species
- Opportunities for the export of fresh, frozen and processed fish products to regional and international markets, verifying any obstacles and proposing solutions, with particular attention to markets of interest for Italian and EU operators, in compliance with the EU food safety package
- Proposing the development of targeted training programmes aimed at improving local technical skills, employment quality, the promotion of sustainable fishing practices and the strengthening of compliance with international standards
- Proposing geographical indications similar to those in use in Italy such as DE.CO. (*Denominazione Comunale — Municipal Designation of Origin*)
- Mapping the broader blue economy landscape, including national and regional policies, the competent health authority for fisheries including for the domestic market, maritime and commercial fishing infrastructures, port services, marine biotechnologies and sustainable coastal development initiatives
- Prepare and organise the presentation of the research findings in Italy to sector associations and companies (venue and date to be confirmed)

The final report will include a comprehensive study on business opportunities in the fisheries and blue economy sectors in Kenya and Tanzania, with an overview of related supply chains, market needs and available opportunities.

The study shall provide operational information and practical recommendations to support the correct organisation and implementation of an Italian business mission to the region. The results of the survey will be presented in the course of targeted industrial collaboration initiatives or promotional events, in order to facilitate contact between potentially interested Italian companies and the main sector operators in the two markets.



ITALIAN TRADE AGENCY

The research must be presented and delivered separately for Kenya and Tanzania, in both English and Italian. The documents must be provided in editable format and must include a complete index, annexes and legends where applicable.

The final report and all related materials will become the exclusive property of the Nairobi Office of the Italian Trade Agency, which will hold the copyright and may use the content in any format, including print, digital and online.

Selection Criteria:

The following will be taken into consideration:

- Proven experience in international market research (preferably in East Africa)
- Knowledge of the fisheries, aquaculture and blue economy sectors at an international level
- Familiarity with the relevant regulatory frameworks in Kenya and Tanzania
- Capacity to meet the specific requirements outlined for this market survey.

The technical proposal must be accompanied by CVs, a detailed company profile and samples of previously conducted market studies, preferably in related sectors and regions.

The company will be selected on the basis of the lowest price criterion, once all qualitative and technical requirements have been satisfied and verified.

Budget and Timeline:

The maximum amount envisaged for this all-inclusive service is € 65,000 (Sixty-Five Thousand euros) + VAT if applicable. The financial proposal must be all-inclusive, covering professional fees and travel and accommodation expenses for research activities in Kenya and Tanzania, for a minimum of 7 days of field work per country. For visits in the two countries, the experts will be supported by ITA Nairobi staff and/or the ITA Desk in Dar es Salaam, who will take care of local transport for the necessary days.

NB: Administrative reporting must be submitted by **10 December 2026** in order to complete accounting procedures before the end of the year.

FINANCIAL PROPOSAL TEMPLATE (Module 2)

The cost estimates, all-inclusive and consistent with the total amount indicated in this notice, must be entered in the Financial Proposal Template (Module 2), which must be duly signed.



APPLICATION PROCEDURE AND SUBMISSION DEADLINE:

In light of the above, your company is invited to submit to the email address nairobi@ice.it by no later than **23:59 (EAT) on Monday 3rd August 2026**, the documentation listed below, signed by the legal representative of the economic operator with digital signature or handwritten signature, attaching a valid identity document of the signatory:

- Completed and signed detailed Financial Proposal Template (Module 2)
- This invitation letter signed on all pages as acceptance of all conditions
- Single Requirements Document (Use the template "SINGLE REQUIREMENTS DOCUMENT FOR DIRECT AWARDS BELOW THE €40,000.00 THRESHOLD") (Annex 1) Duly signed

CONTRACT EXECUTION

ICE Agency, pursuant to art. 11 of Ministerial Decree 192/2017, will proceed with direct award in favour of the economic operator that has submitted the lowest price.

The contract will be signed, following award, by the legal representative of ICE Agency or a delegated representative. Tacit renewal is expressly excluded. Partial assignment of the contract is not permitted.

TRACEABILITY OF FINANCIAL FLOWS

Payment of the amounts due to the contractor will be made by traceable means exclusively to the dedicated bank current account. To this end, the successful tenderer will be required to complete the relevant substitute declaration of affidavit, the template of which will be forwarded together with the contract document. In this regard, please note that this procedure is identified by the following **C.I.G. code: (TBC)** which must be indicated in the payment reference.

CODE OF CONDUCT FOR COLLABORATORS AND/OR EMPLOYEES OF THE CONTRACTING COMPANY

The economic operator also undertakes, in the execution of the assignment, to comply with the Code of Conduct adopted by ITA Agency, pursuant to the provisions of Presidential Decree 62/2013, approved by the Board of Directors with Resolution no. 619/23 of 27/01/2023. The Code of Conduct of ITA Agency is available on the website www.ice.it – section "Amministrazione Trasparente" (Transparent Administration) - "Disposizioni generali" (General provisions) - "Atti generali" (General acts). Violation of the obligations set out in the code will entitle ITA Agency to terminate the contract, should such violation be deemed serious.

RESOLUTION OF DISPUTES

All disputes arising from the contract are referred to the jurisdiction of the Judicial Authority of the Court of Rome, with arbitration jurisdiction being excluded.

PROCESSING OF PERSONAL DATA FOR THE PURPOSES OF THIS PROCEDURE

Your company is invited to read the Information Notice on the processing of its personal data pursuant to Regulation (EU) 2016/679 ("GDPR"), available on the institutional website of ITA Agency at <https://www.ice.it/it/privacy>.

PROTECTION OF CONFIDENTIALITY AND RIGHT OF ACCESS

The tenderer undertakes to maintain the utmost confidentiality on all information, data, documents and materials, however acquired or processed during participation in this procedure and, in the event of award, during the execution of the contract. Such information must be used exclusively for purposes related to this procedure and may not be communicated or disclosed to third parties without the prior written consent of the contracting authority. The confidentiality obligation remains in force even after the conclusion of the procedure or contract, for a minimum period of five (5) years, unless a different term is provided by applicable legislation. The tenderer is responsible to the contracting authority for any breach of confidentiality obligations by itself or its personnel, consultants, subcontractors, or parties otherwise involved in the execution of contractual activities. Access to the documents of the procedure is ensured in digital mode by direct acquisition of the data and information entered in e-procurement platforms, in compliance with the provisions of Article 35 of the Public Contracts Code and the current provisions on the right of access to administrative documents, according to the procedures indicated in Article 36 of the same Code. The provisions of Law 7 August 1990, no. 241, on documentary access remain in force in any case, where compatible, in the cases and within the limits not expressly governed by the Code.

APPOINTMENT OF THE SUPPLIER AS DATA PROCESSOR (ART. 28 EU REGULATION 2016/679)

The Contractor undertakes to operate in full compliance with the applicable provisions on the protection of personal data, providing adequate guarantees to implement appropriate technical and organisational measures so that the processing meets the requirements of EU Regulation no. 679/2016 and ensures protection of the rights of the data subject, also in light of local privacy legislation.

- Ensure that persons authorised to process data have received adequate training

and are bound by a legal or contractual obligation of confidentiality (art. 28, par. 3, lett. b) and art. 32, par. 4 GDPR)

- Adopt appropriate technical and organisational measures to ensure a level of security appropriate to the risk, as required by Article 32 GDPR, including by way of example: access control, encryption, pseudonymization, secure backup management, access tracking and physical and logical protection of the systems used
- Assist the Controller in fulfilling obligations relating to security, notification of personal data breaches (data breach), data protection impact assessment (DPIA) and prior consultation, in accordance with Articles 32, 33, 34, 35 and 36 GDPR; inform without undue delay and, in any case, within 24 hours, the Data Controller in the event of a personal data breach pursuant to Article 33, paragraph 2 GDPR

REPORTING OF UNLAWFUL CONDUCT

ITA Agency undertakes to protect – in compliance with whistleblowing legislation – those who report violations of regulatory provisions that harm the public interest or the integrity of the Administration and of which they have become aware in the work context. Reports are managed through an IT application, which guarantees total confidentiality, accessible via the link to the "Whistleblowing" section on the Home Page of the institutional website of ITA Agency.

This notice will be published on the website of this contracting Agency for a period of 26 days, starting from the day following the date of publication. You are requested to prepare and send your complete technical and financial proposal no later than **Monday 3rd August 2026 at 23:59 (EAT)**.

For further information, please contact our office via our official e-mail address (nairobi@ice.it) or at telephone number +254 111 053 250.

Giuseppe Manenti

Director, Italian Trade Agency,

Nairobi Office with competence for Kenya, Tanzania and Eritrea

FINANCIAL PROPOSAL TEMPLATE (Module 2)

	Kenya	Tanzania	Total
Research elaboration and professional fees			
Travel of experts to the two countries, meals and accommodation			
Communication content development and technical materials			
Presentation and dissemination of research results – Event in Italy to be defined			
Other costs (to be specified)			
Total (€):			
Grand Total (€):			

Company Name:

Signature:
