



ITALIAN TRADE AGENCY

Los Angeles Office

March 24th, 2023

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## MARKET SURVEY NOTICE

### Audiovisual Content Creation services for ITA's Website and Newsletter "Italy meets Hollywood" April – December 2023

#### 1. INTRODUCTION

ITA - Italian Trade Agency (<https://www.ice.it/en/>) 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 net 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.

#### 2. AWARDING ENTITY

The Italian Trade Agency (ITA) - Los Angeles Office – Trade Promotion Section of the Consulate General of Italy - is located at Avenue the Stars 1900, Suite 350 - 90067 Los Angeles (California), Mrs. Alessandra Rainaldi, Trade Commissioner - 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).

#### 3. BACKGROUND

The Italian Trade Agency - Los Angeles Office is looking for a provider to assign the content creation and implementation for the website "[Italy meets Hollywood](#)" and the eponymous Newsletter.

- The website is conceived as a bridge between the two audiovisual industries: the American and the Italian, by offering an effective information service on the attractiveness, funds, and opportunities in Italy as a set for productions, and information on the major trends of the Entertainment industry made in the US. The

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website is comprised by the following sections: News, Events, Training & Education and Marketplace with the main goal to virtually connect Italian players in the audiovisual market (production companies, distributors, producers, trade associations and film commissions) with their American counterparts. The website will highlight News and major Events about the American audiovisual market relevant to the Italian peers. Furthermore, the website will also present an educational section with training sessions, video, and documentation regarding the Italian film industry.

- The newsletter will be a digital tool mainly addressed to the Italian industry - on bi-monthly basis - highlighting some of the website content, with three main sections: news, events, and a focus subject, with the aim to promote the main relevant information about the US market industry and create engagement and interaction with ITA Los Angeles among the subscribers.

#### **4. SERVICES REQUESTED**

The services requested will include a **pre-Selection and the creation of content** for the implementation of the different areas of the website and newsletter, according to the following specifications:

##### **4.1 WEBSITE**

For the updating of the website, the provider should submit:

###### **a) NEWS:**

**N<sup>^</sup> 3-4 news/ week** related to the US audiovisual industry of relevance and interest for the Italian Market (market trends, forecast, dimensions, key players, B2B, etc.).

For each news :

- suggest originally written news, including sources, to be submitted and pre-approved by ITA, including Headline and 1-2 sentences of what the news will pertain to.
- After approval, for each news item, include a Headline, a Description of 500 words for 1 article, and 150 words for the others.

###### **b) EVENTS**

**N<sup>^</sup> 2-3 events/week** related to happenings in the US audiovisual industry of relevance and interest for the Italian Market (business events, festivals, etc.).

For each event:

- select events that will happen either nationally (US) or internationally that could be of interest for the Audiovisual market in Italy.
- Include a Headline and Description of the event and one image (if copyright free).

##### **4.2 NEWSLETTER**

The newsletter - focuses on the most relevant information present on the website - will be released on bi-monthly bases (**5 estimated issues for the period of the contract: May-July- September, October, November 2023**).

For the preparation of each newsletter, the provider should submit:

###### **a) NEWS :**



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**2 news / issue** not yet published on the website.

For each news :

- include a headline, 1-2 sentences summarizing the article, one image (if copyright free) and related sources.

**b) FOCUS**

**N. 1 focus/interview/ issue** of business and economic relevance for the US audiovisual industry, to be submitted and pre-approved by ITA.

For each focus/interview:

- suggest a subject for focus or interview;
- in case of interview - a small 140-character blurb about who the interviewee is, a list of 6-10 pre-approved questions to be used and socials that the interviewee would like to promote and an image royalty free provided by the interviewee. And the interviewer should express clearly that she/he conducts the interview on behalf of ITA
- in case of focus, provide an article as a highlight piece of at least 400 words

The content that will be published in the newsletter will be selected by ITA accordingly with the different material provided.

## **5. BUDGET**

The maximum total amount available for the abovementioned services will not exceed **USD 29,000.00 (Twentynine thousand dollars)**, including production costs.

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

## **6. MINIMUM REQUIREMENTS FOR PARTICIPATION**

To participate in this Market Survey, the company participating shall meet the following requirements referred to in art. 9 of Ministerial Decree 192/2017:

- A. It shall be eligible and possess the necessary qualifications, in full compliance with local law.
- B. It shall be authorized and licensed to do business in the company's state of residence and in the State of California.
- C. It shall be in the USA.

## **7. HOW TO SUBMIT**

Please send your best quotation (in numbers and letters) by email to [losangeles@ice.it](mailto:losangeles@ice.it), by **April 10th/2023, at 12:00PM (PST)**:

## **8. AWARD CRITERIA**

The contract will be awarded based on **the lowest price**, pursuant to art. 11 of DM 192/2017.

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



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## **9. CONTRACT DURATION**

The contract will run from the date of signing **until December 31, 2023**.  
**There will be no tacit renewal of the contract.**

IMPORTANT: in case your Company is chosen to provide the service, it will be required to register in the ITA's Vendor list (see more details at the following link [Business Vendor Registration](#)) and to send the document "Requirements for Direct Negotiation Under the European Union Threshold of Euro 40,000.00" (Documento Unico), attached (**Annex 1**) duly filled in, dated, signed and notarized along with a photocopy of the signer's valid ID (State issued driver's license or ID or Passport).

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

The **ITA Los Angeles Chief Procurement Officer (CPO)** / *Responsabile Unico del Procedimento* (the acronym is RUP in Italian) is **Alessandra Rainaldi**, the ITA Los Angeles Trade Commissioner.

## **10. COMPANY OBLIGATIONS**

In the execution of the contractual obligations, the awarded company is required to:

- carry out the service with the maximum care and diligence, in accordance with the provisions of this market survey.
- transfer all the produced material and its copyrights to ITA. The Company agrees to transfer to ITA the right to use and reproduce the provided materials (images, videos, contents, etc..) for any purposes and without limitations, in addition to holding ITA harmless from all legal actions and/or claims by third parties alleging violation of rights, including, but not limited to, intellectual property rights, patents, copyrights, trademarks and similar industrial property rights, violation of privacy and damage to public image.
- designate at least one of their employees as the contact person in charge of providing the services attached herein. The contact person shall ensure the proper execution of services, acting promptly to solve any problem that may arise and answering in a timely manner to any request made by the ITA. The contact person shall not change during the life of the contract, unless rightfully justified by the supplier.
- comply with all applicable rules, regulations, and laws, be they general or specific provisions for the sector of the products at issue, in particular existing technical and safety provisions as well as the ones that may be issued after the execution of the contract.
- provide all the services set forth herein, using its own technical equipment and without charging ITA for additional costs in connection with the purchase, rental and maintenance of the devices used for design and printing of the materials.

**ITA reserves the right to:**

- request all the changes that they will deem appropriate before final delivery of the product. Therefore, if the proposed submission does not get first approval, the awarded company shall revise the same based on the instructions provided by ITA until the submission is approved. Please note that approval of the submission by ITA is a prerequisite for the execution of activities and pertaining expenses. The awarded company, in the execution of the above services, shall adhere strictly to



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the specifications and instructions provided by ITA and shall not make any changes of their own volition. The awarded company shall guarantee that all services are rendered accurately and in full cooperation with the contact persons at the ITA.

- to request changes to the proposal after it has been accepted, without a rise in costs; it also reserves the right, at its sole discretion, to reject the proposals submitted and therefore the winning company agrees to waive all rights to compensation or indemnification of any type.

**11. CONTACT**

For further information concerning this Market Survey, 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).

Cordially

Alessandra Rainaldi  
Trade Commissioner  
Italian Trade Agency Los Angeles Office

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