



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

PRIOR INFORMATION NOTICE

Notice for companies interested in participating in the selection procedure for the provision of the service "Attraction of Investment from the People's Republic of China to Italy" of the Foreign Direct Investments Desk (FDI Desk) of the Italian Trade Agency (ITA) in Beijing.

The Italian Trade Agency in Beijing has decided to launch a tender procedure pursuant to art. 7 of DM 192/2017 to appoint for a period of 18 months a specialized company to provide the service of attraction of investments from the People's Republic of China to Italy in line with the requirements of the FDI Desk of the Italian Trade Agency in Beijing.

The activity the appointed company will carry out includes the following services:

- to develop and implement annual business plans for promoting inward investment to Italy;
- to appoint a well-qualified manager who will act as an interface between the Italian Trade Agency in Beijing and counterparts in Italy;
- to act as a representative of ITA Office and actively promote Italy as prime business and FDI destination among Chinese investors;
- to identify companies in priority sectors and markets through desk research, networking, attendance at conferences and exhibitions;
- to answer enquires from potential investors by providing timely advice and effective assistance;
- to develop and implement annual business plans to promote inward investment in Italy;
- to organize and support investment promotion visits in cooperation with ITA Head office teams or partners;
- to develop links and networks with business multiplier organizations and local authorities.

To this end, the Italian Trade Agency in Beijing intends to acquire candidacies from companies legally registered in the People's Republic of China and specialized in the field promotion of investment attraction.

The bidding base amount will be euro 100.000 (hundred thousands) including all taxes and duties. To this amount a success fee will be added, up to a maximum of euro 30.000 (thirty thousand) including all taxes and duties, subject to the achievement of Key Performance Indicators.

The offers received will be evaluated and assessed according to the criteria of the "most economic advantageous offer" in line with art. 11 of above mentioned DM n. 192/2017 and art. 95 of Dlgs 50/2016 (*Italian Procurement Code*). The participation in the selection will be reserved to companies that meet the following requirements:

- based and registered in the People's Republic of China;
- sound and consolidated experience in finance and/or investment banking sector;
- deep knowledge of the industrial environment in Italy;
- to be compliant with the requirements set forth by art.80 of Dlgs 50/2016 (exclusion based on past criminal records);

The manager the selected company will appoint for the ITA Beijing FDI Desk should possess:

- relevant degree or equivalent professional experience/qualification;
- a sound career background in investment banking or management consultancy, or in an investment promotion agency, or in similar roles (in the private or public sector) related to strategic and operational support activities for attracting foreign investors – with a strong network in different industries;
- proven experience for generating leads;
- in depth understanding of global FDIs, as well as of the Chinese economic and financial framework;
- deep knowledge of the industrial environment in Italy;
- outstanding communication skills and work ethic with attention to details;
- proficiency in Chinese and English. Proficiency in Italian will be a plus;
- good knowledge of the most important databases for professionals in the field (i.e. Pitchbook, Capital IQ, FDI Markets).

Interested companies that meet all the requirements at the date of this notice, should **notify their interest by email to: pechino@ice.it**.

The expression of interest should be signed by the legal representative of the company or by an attorney with signature authorization and should indicate the following information:

- name of the company and legal status;
- legal address (complete address);
- telephone, fax, email address;
- name of the legal representative or delegate, if any;
- mail address for official communications.

The deadline for the expression of interest is **Friday 13th March 2020 at 12.00**

The tender procedure may be interrupted or cancelled at any moment and for any reason by the Italian Trade Agency at its full discretion without generating any moral or legal commitment towards the candidates including those fully meeting the requirements.

This notice has been published in the website www.ice.it in the section "Tender Notes" at the address: <https://www.ice.it/en/markets/china/beijing>.

Requests for more information should be addressed to: pechino@ice.it

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