



New York Office

February 19th, 2020

REQUEST FOR PROPOSAL - LEAD GENERATION SUPPORT SERVICES FOR THE FDI DIVISION OF ITALIAN TRADE AGENCY IN THE USA – MARCH 2020 – DECEMBER 2020

The Italian Trade Agency, New York Office is looking for the captioned services with the following specifications, terms and conditions:

Description of the requested services

Lead generation support services for the FDI Division in the USA with the project specifications listed in the **Annex 1**

Date or Period March 16th to December 31st, 2020

Budget limit

Budget for the requested services **should not exceed \$ 39.600,00**

Contract amount may increase up to 20% if and when ITA requires additional service/goods or decrease if and when ITA requires not provide the service/goods contractually agreed upon.

The signing of the contract remains subject to the approval of the budget for the year 2020 by the Director General of The Italian Trade Agency in Rome.

The proposal will be evaluated by ITA at its own discretion. The selected proposal could be further adjusted on the needs of ITA.

Once this selection process will be concluded, a contract will be signed with Italian Trade Agency, New York Office with the selected supplier, based on our own contract template.

A registration in our vendors database is requested, as a preliminary requirement, in our vendor registration portal <https://www.ice.it/en/markets/usa/new-york/vendor-registration-portal> together with the affidavit document attached (**annex 2**)

The registration in our vendor database is free.

Proposal submission deadline

Kindly provide this Office a quote with detailed and total cost by:

6:00 PM EST – March 6th, 2020

via email – fdi.newyork@ice.it

Payment

Payment will be settled after completion of the services through ACH bank transfer upon presentation of the related invoice.

Information

For any additional information please contact: Valerio Soldani – v.soldani@ice.it +1 212 848 0371

Best regards,

Antonino Laspina

Trade Commissioner - New York Office - Executive Director US (signed in the original document)

Annex 1

PROJECT SPECIFICATIONS

Lead generation support services for the FDI Division of Italian Trade Agency in the USA – March 2020 – December 2020

The selected provider will support ITA's FDI division in New York and ITA's FDI desks in the USA in all contact and qualification procedures to **generate qualified leads** in a broad range of industries of relevance to Italy and the attraction of foreign direct investments to Italy.

Main target candidates are those corporations in the **process of expanding operations in Europe** that would consider Italy as a destination point. There is no specific size requirement associated with the enterprise Lead, however the company should be able to propose a plan that fulfills at least the following requirements for an investment in Italy: **\$ 1 million** and up direct investments with a plan to hire a minimum of 10 new employees in Italy in a three year horizon from the initial investment.

Activities to be provided

1. **Qualify meeting candidates:** calls by seasoned industry professionals to screen candidates for verification of existing plans to expand into Europe and timing for appropriateness to conduct presentation on Italy as a viable option;
2. **Prepare Contact list:** sorted by industry and/or geography determined in agreement with the FDI division of ITA's New York Office;
3. **Schedule 28 one-on-one guaranteed meetings, with a final target up to 35 meetings,** to a highly qualified Leads for a discussion or presentation on Investment in Italy and possible Government Incentives.
4. **Provide detailed list of potential Leads** and all contact information to ITA so that it may call the company for a pre-meeting contact, or the list may be used for ITA itself to solicit the company for an appointment.
5. **C-level engagement and awareness of proposed meetings**

Industry sectors focus

- Advanced manufacturing (including robotics)
- Automotive (including parts and accessories)
- Aerospace
- Healthcare, biotech, pharmaceuticals
- Hi Tech, ICT, Internet-based services
- Tourism and Hospitality
- Renewable energies



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- Mergers and Acquisitions (M&A) in the above listed industries (only for US companies that are able to provide a shortlist of Italian companies that would be target of a M&A operation)

Geographical focus

ITA's FDI Desk Specialist in the USA are based in New York and San Francisco, therefore they divide their respective areas of operation as follows:

East / Mid-West

Key target areas

- Philadelphia and Pennsylvania
- Boston and Massachusetts
- Detroit and Michigan
- Chicago and Illinois

West

Key target areas

- Washington State
- Colorado
- California (Bay Area San Francisco, Los Angeles and San Diego)
- Texas

Project timeline

The whole services shall be completed within 6 months from the signing the Contract. An extension of the timeline could be agreed between the parties.

Review and cancellation clause

A review and cancellation clause will take effect after 2 months.

The selected provider shall submit a list of contacts of potential investors to ITA's for an evaluation. Should ITA be not satisfied with the quality of contacts, ITA may decide to cancel the contract at its sole discretion.

Additional terms and conditions

Payments

- 20 % at signing of the contract as a forfeit amount to cover initial costs
- 30 % after the 2-month successful review (see clause above)
- 50 % at completion of services (6 months or more in case of extension, see above)



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Penalties

- 3.5% of total amount of the contract will be deducted at the final payment for each meeting missing the guaranteed minimum of 28 meetings as stated above.



Annex 2

AFFIDAVIT

Under New York Law and Italian Law (DPR 445/2000 and D. Lgs 50/2016)

FDI lead generation service 2020

STATE OF _____)

COUNTY OF _____)

BEFORE me, the undersigned Notary _____ on this ____ (day of the month) day of _____ (month), 2018, personally appeared _____ (name of affiant), known to me to be a credible person and of lawful age, who being by me first duly sworn, on his/her oath, deposes and says:

My name is _____, born on _____, in _____, residing at _____, agent of _____ (name of the company),

- Tax ID: _____

With the company title of _____ and for the purpose of the bid this Affidavit I authorize to use of the following address at _____,

I DECLARE THAT

I have read and understood all the documents related to the bid this affidavit refers to, its policy and regulations (the **PROPOSAL PROCEDURES**) and accept without any reservation each and every provision of the Proposal Procedures.

- 1. I am aware that because of bidding with the Italian Government, we have to abide by domestic, federal and foreign regulations and in particular I confirm that I am not aware of the existence of any legal or economic reasons that can exclude me and the company I represent from becoming General contractor and/or Subcontractor;

2. During the year preceding the publication of the bid, no corporate executive officers have resigned or being laid off/ or the following corporate executive officers have been laid off (list names, DOB, residences, citizenship, role ...) and for those individuals:
 - a. To the best of my knowledge they have not being criminally condemned to fraud; money laundering; corruption; conspiracy as stated under Section 45 of CE Directive 2004/18; or
 - b. There have been criminal judgments but they are now rehabilitated.
3. I, the affiant, am an authorized corporate officer of the bidding company or the sole owner of the bidding company/or the owners of the company are (provide list) and each one of them shall submit a similar affidavit;
4. I have subscribed a liability insurance policy that is currently in effect;
5. I am not aware of any other economic or legal impediment to deal with the Italian Government.
6. I am aware that my information and data shall be stored and used by the Italian Government and waive any privacy rights.

Lastly, I authorize the use of the following facsimile number _____
for official communications.

COMPANY _____
Name/Print _____
Date _____
Title _____

**Subscribed and sworn to before me on this _____ day of _____, 2018
by affiant**

Signature of Notary Public