

September 29, 2023

Prot. 0109188/23

COAN [U22EC003G1](#)

CIG: Z0B3CA86BA

REQUEST FOR PROPOSAL FOR MARKETING AND COMMUNICATIONS STRATEGY DEVELOPMENT, CREATIVE SERVICES, AND MEDIA PLACEMENT SERVICES FOR THE MACHINES ITALIA PROJECT IN CANADA - OPEN TO ANY COMPANY COMPLYING WITH THE REQUIREMENTS

Date of Publication: September 29, 2023

Closing: October 13, 2023

The Italian Trade Commission Canada - ITC would like to invite full-service marketing and advertising agencies, to submit a proposal to develop an advertising campaign, as well as providing graphic design, graphic adaptation, proofreading and editing services, promoting the Machines Italia project and initiatives through online and offline channels, including social media, manufacturing magazines, print and online publications. All Companies meeting the specified requirements are eligible to participate in the bidding process.

Please refer to **page 3. FORM OF SUBMISSION** for the itemized lists of components to be included in the proposal and the relevant quotation.

THE PROJECT

1. BACKGROUND

The Italian Trade Commission (ITC) is the government entity which promotes the internationalization of Italian companies, in line with the Italian Government's policies. ITC provides support to Italian and foreign companies. ITC is headquartered in Rome and operates with a network of offices worldwide linked to Italian Embassies and Consulates and works closely with local authorities and businesses.

Machines Italia is a multi-country initiative spearheaded by the Italian Trade Commission (ITC). The primary objective of this program is to boost awareness and consideration of Italian machinery in various industries across the North American market. The project encompasses activities in three focus offices: ITC Chicago, ITC Mexico City, and ITC Canada (located in Toronto, Montréal, and Vancouver). The current request for proposals seeks services to be carried out in support of ITC Canada only.

Machines Italia represents the following 16 industry sectors:

- Fluid Power Equipment and Power transmissions & Components
- Food Processing
- Footwear, Leather Goods & Tanning
- Foundry & Metallurgical
- Gears & Transmission

- Glass
- Ceramics
- Earthmoving Equipment
- Marble & Stone
- Metalworking
- Packaging
- Plastics & Rubber
- Printing, Graphic & Converting
- Textiles
- Wood
- Agricultural Machinery

THE RFP PROCESS AND TIMETABLE

The selected respondent will be requested to enter a contract for the provision of the deliverables, with several clauses, many of which are indicated in this RFP. It is ITC’s intention to enter a contract with only one legal entity. The term of the contract is for the duration of the campaign as set out by ITC upon signing.

| |
|-------------------------------------------------|
| SUBMISSION DEADLINE October 13, 2023 |
| TIMETABLE November 1 - December 31, 2023 |

SCOPE OF SERVICES

The requested services encompass the following tasks.

1. CREATIVE AND PRODUCTION SERVICES

1.1 Creative Development

- Develop and produce an advertising campaign aligned with ITC Canada's strategic plan, creative toolkit, and guidelines
- Adhere to the Visual Identity Guidelines provided in the Brand Toolkit. While ITC will supply logos, draft content, images, and graphic materials, the agency will be responsible for adapting and modifying these materials as necessary. All original artwork and images, apart from those provided by ITC, must be either royalty-free or purchased by the bidder at its own cost
- To prevent duplication and ensure a diverse range of advertisements, some creative assets will require distinct artwork, images, and text elements, or a combination thereof

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1.2. Copywriting

- Provide clear direction for copy elements thus ensuring the quality of written content throughout the project
- Conceptualize ideas and finalize materials for digital advertising and other marketing collateral

1.3. Approval

- All creative material shall be submitted to ITC for approval, with two rounds of revisions. ITC commits to a prompt turnaround

2. MEDIA SERVICES

2.1 Media Planning and Placement

- Developing a media plan within the budget limits and the timeline indicated in this RFQ
- Plan and execute media placements across online and offline channels, including manufacturing magazines, print publications and online publications, as part of the campaign strategy

3. Reporting and Communication

- Deliver performance monitoring reports for digital campaigns
- Provide post-mortem reports for all campaigns, summarizing planning to completion, results against objectives, and recommendations

PRICING

The maximum amount allocated for this service is 40,000 CAD, plus taxes; This budget includes strategic planning, creative services, media placement and purchase and all associated professional fees and related costs. Any offer bearing a higher price will automatically be rejected. Offers will be evaluated based on price and other elements submitted by the bidder, as per this RFQ. The ITC reserves the right to negotiate the price.

NO EXCLUSIVITY OF CONTRACT

The contract with the selected respondent will not be an exclusive contract for the provision of the described deliverables.

CONFIDENTIALITY OF INFORMATION

All information provided or obtained by ITC in any form in connection with this RFQ either before or after the issuance of this RFP is the sole property of ITC and must be treated as confidential. The information is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract for the Deliverables and must not be disclosed without prior written authorization from ITC. Furthermore, the respondent must return the information to ITC immediately upon the request of ITC.

INTELLECTUAL PROPERTY

The intellectual property and all copyright of all assets created for the purpose of implementing this contract

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shall be transferred by the awarded bidder to the ITC at its request and in any case before payment, together with modifiable versions of such assets.

CANCELLATION

ITC may cancel or amend the RFP process without liability at any time.

RFP CONTACT

For the purpose of this process, the contact person will be Sabrina Osmani, toronto@ice.it. The contracting manager will be Marco Saladini.

This is an open bid accessible to all interested parties which meet the requirements. Clarifications about this bid may be requested via email only, writing to toronto@ice.it. Replies will be posted on ITA's website, on the page where this RFP was originally published. Please avoid calls or other forms of communication with the office about this RFP.

FORM OF SUBMISSION

The Proponent must submit, by email to toronto@ice.it, the following items;

- Quotation, on the attached [Quotation sheet](#)
- Bidder's company profile. Please detail bidder's relevant experience with clients in machinery and technology sectors
- Project manager's or equivalent staff member's curriculum vitae. Additional CV may also be attached
- Proposed media plan, outlining key approaches and deadlines for the campaign's execution and reporting format(s) and metrics

Incomplete submissions may be disqualified.

PERIOD OF CONTRACT

The term of the contract is for the duration of the campaign as set out by ITC upon signing.

EXTENSION OF CONTRACT

There will be no tacit renewal of the contract. ITC reserves the right to ask the awarded bidder to extend the duration of the contract for the time necessary to complete all the activities.

PAYMENT TERMS

Italian law does not allow full advance payments for public contracts. Therefore, the payment schedule must comply with the following criteria.

- 20% of the fee payable after signing the contract, upon receipt of an invoice
- final 80% payment at completion of the event, upon receipt of an invoice and final report

Payment will be issued by EFT-Direct Deposit in CAD within 30 days of receipt of original invoice addressed to the following address.

Consulate General of Italy - Italian Trade Commission

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Different payment arrangements and down payment requests may be considered based on particular circumstances and according to industry practices. Payment arrangements may be agreed upon in the contract.

PENALTIES

For each one-week's delay with respect to delivery terms contained in the contract to be stipulated, a 2% (two percent) penalty of the agreed upon cost of the service to be provided may apply, calculated on the value of the delayed service rendered. Please note that the ceiling for such a penalty is set at 10% of the value of purchased services. The penalty will be applied by ITC without prejudice to claims for larger damages, if any, or to any other right or remedy that ITC may have at law or otherwise.

For any breach of obligations under the contract, if considered serious, ITC will have the option to terminate it with no penalties and with full payment of services already rendered, minus any penalty to be applied per the contract and without any prejudice of its rights.

Sincerely,

Marco Saladini

Trade Commissioner, ITC Canada

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