



ITALIAN TRADE AGENCY

Dubai Office

## INVITATION TO BID (ITB) FOR A SELECTION OF A COMPANY TO PROMOTE FOREIGN DIRECT INVESTMENTS FROM THE U.A.E. TO ITALY

The Italian Trade Commission (ITA Dubai Office) – the Government entity responsible for the internationalization of Italian companies – intends to initiate a competitive tender in accordance with Art. 7, lett. b) of Ministerial Decree 192/2017. The purpose of this procedure is to award a **12-month contract** to a specialized firm to provide investment attraction services from the UAE to Italy, in alignment with the strategic objectives of the ITA - Dubai FDI Desk.

### PROJECT OVERVIEW

The Italian Trade Commission Dubai (ITA Dubai Office) is seeking a UAE-based and registered service provider to act as its local **FDI Desk (AIE Desk)**. The selected partner will be responsible for the on-the-ground promotion of Italy as a premier investment destination. During the contractual period, the specialized firm will be required to execute the following core activities:

### EXPECTED PROFESSIONAL ACTIVITIES

#### Market intelligence activities

- Research and collect market information with reference to industry sectors and Investors targeted by the Italian FDI steering committee (Cabina di Regia per l'internazionalizzazione).
- Provide weekly reports and quarterly reports on the ongoing and completed activities and a final report at the end of the contract.
- Promptly share with ITA Dubai and ITA headquarters in Rome all information related to any significant opportunities and/or events of relevance for foreign investors from the Emirates market.

#### Strategic Promotion, marketing, and networking activities

- Promote the offer portfolio made available by ITA Investment Coordination Office in Rome and its partners, according to the needs of potential investors who have expressed interest.
- Organize preliminary briefing meetings and networking events with target investors, to introduce the institutional and regulatory framework put in place by the Italian government to support the attraction of foreign direct investments to Italy, with specific reference to the new governance regarding foreign direct investments, the concrete proposals in each sector of interest, and more.

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### **Lead generation, scouting and support for potential investors**

- Take care of the follow-up phase with potential investors contacted by the FDI Desk Dubai in the previous 4 years of activity and continue aftercare on services already taken.
- Provide first-level assistance to investors in collaboration with the ITA Dubai office and ITA Headquarters to support the investors in each phase of the investment lifecycle.

### **Institutional Coordination and operational support**

- Providing support to the ITA-Dubai Office for promotional activities on an as-needed basis
- Work closely with the Italy-based Foreign Direct Investment Office under the coordination and supervision of the Director of ITA Office in Dubai

### **EVALUATION CRITERIA**

According to the Ministerial Decree 192/2017 art. 11 and D. Lgs. 36/2023 (Italian Public Contract Code), the selection Committee will select the offer according to "the most economically advantageous offer".

### **ELIGIBILITY and TECHNICAL REQUIREMENTS**

In the execution of the services, the FDI Desk is required to utilize the ITA CRM system and/or other information management tools and adhere to the quality procedures adopted by the relevant offices of ITA head office in Rome.

Participation in the selection is limited to companies meeting the following criteria:

- Be based and registered in the U.A.E. and specialized in on-the-ground promotion of investment attractions.
- Hold extensive and consolidated experience in the financial sector and/or investment banking.
- Have an in-depth understanding of the industrial environment in Italy.
- Complying with the requirements outlined in D. Lgs. 36/2023, which will be specified in the Single Document of Requirements during the tender phase.

Following the declaration of requirements, ICE Dubai, before proceeding with the contract, will request the submission of documentation verifying compliance with social security obligations.

### **PERSONNEL REQUIREMENTS and PROFESSIONAL PROFILES**

The Service Provider shall deploy two dedicated UAE based resources: A Senior FDI Manager and a Junior FDI Analyst—to manage the FDI Desk at ITA Dubai. These professionals, experts in territorial competitiveness, will be tasked with attracting foreign investments through intelligence activities, in-depth research, and the direct identification of potential investment projects.

Each resource must possess the following qualifications, tailored to their respective levels of seniority:

- A relevant degree or equivalent professional experience.
- An extensive career background in investment banking, management consultancy, in an investment promotion agency or similar roles (in the private or public sector) related to the strategic and operational support activities for attracting foreign investors -with a strong network in different relevant industries.
- Experience in lead generation.
- In-depth knowledge of global Foreign Direct Investments (FDIs), as well as the local economic and financial frameworks.
- Deep Knowledge of the industrial environmental in Italy.
- Outstanding communication Skills and work Ethic, with attention to detail.
- Proficiency in English (Italian will be considered a plus).
- Good working Knowledge of the most relevant databases for professionals in the field (i.e., Pitchbook, CapitalL; IQ, FDI Markets, etc.)

## FINANCIAL FRAMEWORK & PERFORMANCE INCENTIVES

The total maximum value of this assignment is **EUR 195,000.00** (plus 5% VAT). The payment structure is divided into a fixed component and a performance-based bonus as follows:

**Base Compensation** (contingent upon meeting the baseline operational targets) **EUR 136,500.00** (+ 5% VAT). This amount covers the core operational activities and the establishment of the FDI Desk.

**Performance-Based Bonus:** A maximum potential bonus of **EUR 58,500.00** (+ 5% VAT) is available.

**Eligibility for Bonus:** The disbursement of the performance bonus is strictly **contingent upon the achievement of the Minimum Performance Indicators (KPIs)**

**Companies interested and who meet all the requirements as for the Invitation to BID must express their interest by sending an e-mail by the 26<sup>th</sup> of January 2026 to the following address: [dubai@ice.it](mailto:dubai@ice.it).**

The expression of interest must be signed by the legal representative of the company or by an authorized delegate and must include the following information:

- Company name and legal form
- Registered office address (complete address)
- Telephone, fax, email address
- Name of the legal representative or delegate, if applicable
- Mailing address for official communications
- Company Profile and official corporate URL/Website

The tender procedure may be interrupted or canceled at any time and for any reason by ITA DUBAI at its complete discretion, without generating any moral or legal commitment towards the candidates, including those who fully meet the requirements.

ITA Dubai will send an invitation letter with the complete technical description of the tender, specifying the deadline for submitting the offer documentation, to the companies who have responded to the present, and are in possession of the necessary requirements.



This notice has been published on the website: <https://www.ice.it/it/mercati/emirati-arabi-uniti/lavora-con-noi> and in the following newspapers: **Gulf news** and **Khaleej Times**

Requests for further information should be addressed to: [dubai@ice.it](mailto:dubai@ice.it).

Valerio Soldani

Director, ICE Dubai