

Los Angeles Office

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## MARKET SURVEY NOTICE

### Content Creation services for ITA's Website and Newsletter "Italy meets Hollywood" February - December, 2024

#### 1. INTRODUCTION

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

ITA - Los Angeles Office – Trade Promotion Section of the Consulate General of Italy - is located 12424 Wilshire Blvd, Suite 1400 - 90025 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).

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Certificate N. 38152/19/S  
ISO 9001 / UNI EN ISO 9001:2015



### **3. BACKGROUND**

ITA - Los Angeles Office has implemented 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 website is composed of 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 addressed to both: the Italian industry and US industry - on bi-monthly basis - highlighting some of the website content, with three main sections: news, upcoming 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 includes 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 Italy Meets Hollywood (Updating /weekly)**

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

##### **A) News Articles:**

- Quantity: **Five (5)** news articles per week.
- Focus: These articles should concentrate on the U.S. and Italian audiovisual industry, providing content that is relevant and of interest to both the Italian and U.S. markets.
- Content Scope: Coverage should include market trends, forecasts, industry dimensions, key players, B2B activities, and other pertinent topics. Additionally, the articles should cover significant upcoming events in the audiovisual sector, such as business events, festivals, and high-profile releases in both the U.S. and Italy. This may also include interviews with film directors, actors, and producers at press junkets for high-profile movies or TV series.
- Supplementary Material: In the case of interviews, the Provider is also required to deliver accompanying photographs (at least 1).

- Length of Each Article: Each news article provided must be approximately not less than 400 words in length.
- B) Pre-Selection and Approval Process:**
- The Provider must submit a selection of five (5) news items each week, complete with links to sources and headlines, for approval by ITA -Los Angeles Office.
  - ITA reserves the right to propose changes to the pre-selected news items, including the addition of alternative articles.

#### **4.2 NEWSLETTER Italy Meets Hollywood**

For the preparation of each newsletter (n.6 issues for the period of the awarded contract, tentative schedule: March, May, July, September, October, November) the provider should submit:

**A) Focus:**

- Quantity: One (1) focus/interview per newsletter issue.
- Relevance: The focus/interview should be of business and economic relevance to the US and Italian audiovisual industry.
- Approval Process:
  - Suggest a personality for the interview.
  - Provide a list of 6-10 pre-approved questions to be used in the interview.
- Focus/Interview Specifications:
  - Deliver an article that is compelling to read (maximum 1500 word).
  - Submit a royalty-free image provided by the interviewee.

**B) News/Articles:**

- Quantity: Three (3) news articles not yet published on the website per newsletter issue.
- Approval Process:
  - Submit the selected three news articles with links to sources, including headlines and a one-sentence summary of each article, for approval by ITA.
  - ITA reserves the right to propose changes to the pre-selected news items.
- Length of Each Article: Each news article provided must be approximately 400 words in length.

**C) Upcoming Events:**

- Quantity: A selection of 3 upcoming events per newsletter issue.
- Relevance: Events that are of interest to the Italian and U.S. audiovisual markets, occurring either nationally or internationally (from international cinema Festival to local (California based) trade events
- Article Specification:
  - Length of Each Article: Each news article provided must be approximately 400 words in length.
  - Provide any links or information on how to attend the event.

**The supply of newsletter content will replace the website content provision in the week of the newsletter's publication.**

**5. BUDGET**

The maximum total amount available for the abovementioned services will not exceed **USD 30,000.00 (Thirty thousand)**, 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**

In order 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 eligible qualifications, in full compliance with local law.
- b) It shall be located in the USA.
- c) It shall be authorized and licensed to do business in the US and in the State of California.
- d) It shall hold extreme expertise and understanding of the Audiovisual US market (minimum 5 years).

**7. HOW TO SUBMIT**

Under penalty of exclusion, your company is required to send by email to [losangeles@ice.it](mailto:losangeles@ice.it), by 2/16/2023, at 12:00PM (PST) :

- Your best quotation (in numbers and letters).
- Your company portfolio

#### **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, as long as it is deemed valid.

#### **9. CONTRACT DURATION**

The contract will run from the date of signing **until December 31, 2024. 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 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. TERMS OF PAYMENT**

Payments will be made by ITA in USD as follow:

- 20% at the contract signature
- 20% at the midterm of the contract (July 2024)
- 60% at the end of the contract (December 2024)

Payment will be made within thirty (30) days upon receipt of the original invoice, addressed to the attention of Director Alessandra Rainaldi - Italian Trade Commission - 12424 Wilshire Blvd, Suite 1400, 90025, Los Angeles, CA.

ITA Los Angeles Office makes payments via ACH. The awarding Agency will be required to provide their ACH Routing number and account number so that our payments can be properly credited.

Please note that our office is part of the official Mission of Italy to the United States and is exempt from paying tax on purchases over \$ 325.00.

**12. PENALTIES**

For each day of delay in delivery or non-compliance with the technical specifications of the contract contained herein and the additional specifications provided by the contracting entity, a penalty up to ten percent (10%), calculated on the value of the individual service rendered, net of any claim for greater damages, shall be applied.

**13. RULES OF CONDUCT OF THE AGENCY AND/OR STAFF OF THE AGENCY**

In the execution of the contract, the Agency undertakes to fully respect the Code of Conduct adopted by ITA with respect to the provisions of Presidential Decree 62/2013 approved by the Board of Directors by resolution no. 619/23 on 01/27/2023.

The Code of Conduct is available on the website <https://www.ice.it/it> in the section "Amministrazione Trasparente" (Transparent Administration) — "Disposizioni generali" (General provisions) — "Atti generali" (Acts of general application) - "Code of Conduct".

**14. PRIVACY AND DATA TREATMENT**

The awarded Agency is invited to read the Information on the processing of personal data pursuant to Regulation (EU) 679/2016 ("RGPD"), available on the institutional website of ICE-Agenzia at <https://www.ice.it/it/privacy>.

Contractor agrees, where required by law, that its corporate data and information will be stored and published on ITA website among which, Contractor name; address; amount of consideration.

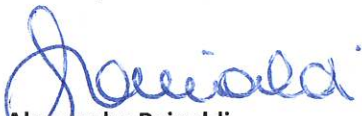
**15. WHISTLEBLOWING**

The Italian Trade Agency, in compliance with applicable legislation, is committed to taking all reasonable steps to protect whistleblowers who report or disclose information on breaches of the law observed in the context of their work-related activities. The reports, which are kept fully confidential, are managed through an IT application available on the Homepage of the Italian Trade Agency – ICE website - Whistleblowing section (<https://www.ice.it/it/whistleblowing>).

**16. 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