

Amman, 28 October 2021

CoAn. N. U191Z070P1

ICE - Agenzia Official Registry OUT n. 0120936/21 del 28/10/2021 UOP: ICE AMMAN

### Request for Quotation

<b>Subject</b>	Requesting design/illustration services for: Poster, Certificate of Participation, Backdrop, Rollup and Social Media image for <b>Settimana della Cucina Italiana 2021/Italian Culinary Week 2021</b> .
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#### Overview

The **Italian Trade Agency - Amman (ICE)** is organizing various events to celebrate the **Italian Culinary Week** that will be from the 22 to 28 of November 2021, with the aim to promote the gastronomic Italian culture and increasing awareness in the local Jordanian market about authentic Italian food ingredients.

The them for this edition of Italian Culinary Week 2021, according to Italian Foreign Ministry, is **Tradition and prospects of Italian cuisine: understanding and optimizing food sustainability**.

The purpose of this proposal is to provide design services for this edition: Poster, Certificate of Participation for the culinary course, Backdrop, Rollup (or alternative solution) and Social Media image for Italian Culinary Week 2021.

The poster, Rollup and certificate will have various logos such as Italian Embassy, MAECI, ITA and Italian Taste and possible other partners.

#### Deliverables

Design	Description	Deadline
Poster: can be requested two versions, one with institutional logos only and other one with additional logos (Partners)	A2	Tuesday 9 November
Event Image for social media	2 version: Recommended size and format for Facebook and Instagram	Thursday 11 November
1 Certificate of Participation (RACA)	A4	Thursday 11 November
Backdrop x monitor	Format 16:9	Wednesday 10 November
Rollup Event (200X85 cm) or Pop-up Stand*	In line with <b>Immagine Coordinata</b> (ITA Graphic Guideline)	Tuesday 9 November

\* The dimension of the Pop-up stand will be provided later.

*(Any suggestion for the alternative solution of the Rollup is welcome)*

#### Design Files:

- On final deadline, the selected design agency should provide ICE with the final vector designs in both CMYK & RGB color formats, in .ai and PDF. In case the designs were executed

as raster files on Adobe Photoshop, the designs should be provided in .psd in layers in both CMYK & RGB. Preferred format: Vector design (with bleeds)

- Please note that the Poster, Rollup and Certificate will be used in both digital and printed version. The images for social media and the backdrop instead only on digital version.
- Fonts should also be included for Mac (and Windows, if available).

### Proposal Requirements

#### Technical Proposal

- The Technical Proposal should include:
- Design sample of the poster
- Name and contact details of the designer
- All illustrations should be royalty-free or approved for commercial use. Agencies should avoid using copyrighted illustrations from the internet without the permission of their owners.

#### Financial Proposal

- The Financial Proposal should include detailed costs per deliverable as seen above in the Design Services sections.

### Note: Content and graphic elements

ITA Amman will provide you with the following information:

Information	Delivery date
Institutional Logos: Italian Trade Agency, the Embassy and MAECI.	Wednesday 28 October
Partner's logos: Royal Academy for Culinary Art (for the Certificate), Restaurants and other possible partners	TBD
Content for Poster, Rollup	Wednesday 27 October
Content for Certificate	TBD

### Award Criteria:

The contract will be awarded based on the lowest price.

### Procedures And Deadline

Please fill out the following forms:

Attachment A – Declaration Form.

Attachment B – Registration in our professional supplier database.

### How To Submit:

The quotation must be signed and sent to the mail address [amman@ice.it](mailto:amman@ice.it) no later than 3:15 p.m. on November, 2 2021 Clearly indicating in the subject of the mail the following statement: "AMMAN 2021 – Illustration Service – for: Settimana della Cucina Italiana 2021/Italian Culinary Week 2021 COAN: U191Z070P1.

### Rules Of Conduct For Collaborators And / Or Employees Of The Contracting Company

In carrying out the assignment, the economic operator undertakes to comply with the disciplinary and conduct code adopted by the ICE-Agency in accordance with the provisions of Presidential Decree 62/2013 and approved by the Board of Directors with resolution 402 of 24 January 2017.

The Disciplinary and Behavior Code of the ICE-Agency is available on the website [www.ice.gov.it](http://www.ice.gov.it) - section "Transparent Administration" - "General provisions" - "General Acts".

The violation of the obligations referred to in the code will result in the ICE-Agency having the right to terminate the contract, if it is deemed serious.

### Protection of Confidentiality and Right Of Access

The data provided by the applicants will be processed in accordance with Regulation (EU) 679/2016 exclusively for the purposes related to the completion of the procedure in question. Your personal data are processed by automated means for institutional, administrative and accounting purposes. The writing Agency is the data controller. For further information regarding your personal data processing, please visit the following page on ITA website: <https://www.ice.it/en/privacy>

### Reporting Of Offenses

Pursuant to art. 54-bis, paragraph 2 of Legislative Decree 165/2001 (amended by Law no. 179/2017) "Provisions for the protection of the authors of reports of crimes or irregularities of which they have become aware in the context of a public or private employment relationship"), companies providing goods or services that operate in favor of the ICE Agency may report any "illegal conduct" of which they become aware in the context of the contractual relationship. The reports are managed through an IT application, in total confidentiality, by accessing the website [www.ice.it](http://www.ice.it) - "Whistleblowing" section, available at the following link: <https://ice.whistleblowing.it/#/>.

### Supplier's Obligations and Responsibilities

The winning company shall execute all services under the conditions set forth in this letter, in the sole interest of the Italian Trade Agency – Amman Office, abiding by the instructions and requests that the Italian Trade Agency Amman Office will provide. The winning company is required to ensure the feasibility of its proposals at every stage. The winning company is not authorized to sign documents that may bind the Italian Trade Agency. The winning company shall observe professional secrecy and show diligence in the execution of services.

**Thank you for your interest and we look forward to receiving your quotation.**

Sincerely,

**Italian Trade Commissioner –  
Amman Office  
Filippo Covino**



### **VERY IMPORTANT NOTICE!**

The request for quotation does not lead to the Administration any specific obligation regarding the continuation of the negotiation.

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**For more information, concerning this call for quotation and the required specifications, kindly contact the Italian Trade Agency – Amman Office at 0656622751/2 please contact: Nahel Chahin - [n.chahin@ice.it](mailto:n.chahin@ice.it) - or Taghreed Samir [t.samir.contr@ice.it](mailto:t.samir.contr@ice.it) - Mob. 0785011966**