



ITALIAN TRADE AGENCY

Amman Office

Amman, 21 April 2020

CoAn. N. A187T016F1

Registry Out. N. 0036319/20

Request for Quote

Subject	Requesting design/illustration and copywriting services for Italian Trade Agency Newsletter
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Overview

The **Italian Trade Agency - Amman (ITA/ICE)** is organizing several initiatives as part of the Communication Project (**Progetto Comunicazione**), to enhance the presence of ITA Amman Office in the local markets. Therefore, assisting in promoting the concept of “Made in Italy,” especially following the pandemic crisis.

The purpose of this RFQ, under the guidance of the Communication Project, is to Issue a periodic newsletter to rebuild trust and emotional positivity toward Italian products, with particular attention to the agri-food sector.

The target audience of the ITA Amman Newsletter are the B2B, the public and private associations, and Jordanian media.

The content will include the Italian resilience, sharing positive and passionate stories about “Made in Italy,” famous testimonials, and positives news about Italian companies and Italian products.

The newsletter, at the start will talk about the return to normality, and affirm the safety of Italian products, in order to allay fears about them, with the support of authoritative studies and concrete statements.

The newsletter will also talk about the activities that ITA/ICE Amman Office intend to realize in the future in both directions: Italy and Jordan, as for example the initiative “Import strategico”, the missions to Italian exhibitions, B2B project, smart workshops and Italian fairs for exhibitors.

The total number of newsletters until the end of 2020 is **four** issues, and will be in English.

Design/Illustration	Description	Deadline
Newsletter Design (in line with ITA’s visual Identity): <ul style="list-style-type: none"> Develop a consistent and unique visual identity for the newsletter, including a distinct design for sections (ex. ITA news) Cover Layout Credits and contact information section 	To be published in pdf format	First issue will be during Ramadan and the rest will be scheduled later
Copywriting	Description	Deadline
First issue	Italian resilience, return to normality and positive stories	During Ramadan
Periodical issues (3 issues)	Positive and passionate stories about Made in Italy,	Will be scheduled later

	famous testimonials, positives news about Italian companies and Italian products, ITA Amman Office activities, missions to Italy, exhibitions	
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ITA Amman will provide the designer with the following information:

Information	Delivery date
Information about ITA Amman Office activities, initiatives, Italian exhibitions information, meetings and projects.	When available

For more information: Nahel Chahin – Mob. 0777841638
