



La Feria de Diseño Medellín: Espacio Institucional ITALIA

10 - 12 de septiembre de 2026

Convocatoria dirigida a:

**Showroom, Importadores, Distribuidores, Empresas especializadas en
Mobiliario y Decoración MADE IN ITALY**

Evento y Contexto

La **ITA - Italian Trade Agency | Oficina de Bogotá** está evaluando la participación en la Feria de Diseño de Medellín 2026 (LFDD) con un Espacio Institucional dedicado a la promoción de la excelencia del **diseño italiano** aplicado a los sectores del mobiliario, la decoración y la arquitectura.

Con el objetivo de crear una experiencia inmersiva que represente los valores del diseño italiano contemporáneo, ITA invita a showroom, importadores, distribuidores, empresas especializadas en Mobiliario y Decoración a ofrecer la disponibilidad para el préstamo temporal de piezas y elementos decorativos **"Made in Italy"**, ya distribuidos en los principales showrooms del país o en su debut en el mercado colombiano, para la ambientación del Espacio Institucional ITA (con una superficie total de **50 m² aprox.**), durante el periodo de la feria.

Objetivo de la iniciativa

La participación busca a:

- Promover la cultura del diseño italiano y el concepto de **"Made in Italy"**
- Destacar la presencia y disponibilidad en Colombia de marcas, materiales y objetos de diseño italianos
- Crear un espacio representativo que sirva como punto de encuentro para profesionales, empresas, medios de comunicación y visitantes de la feria, con el fin de potenciar la visibilidad de la propuesta italiana.

Modalidad de Participación

La exposición está limitada a un máximo de **20 piezas correspondientes a un mismo número de marcas del "Made in Italy"**, las cuales serán **seleccionadas por orden de recepción** de la manifestación de interés por parte de los destinatarios de esta comunicación.

Cada empresa candidata podrá proponer una selección de productos de su propio portafolio. Posteriormente **ITA con la colaboración de un curador por ella designado**, realizará la selección final de las piezas entre las marcas solicitantes.

Entre los elementos elegibles, **que deberán estar en perfectas condiciones de presentación**, se incluyen:

- Mobiliario
- Luminarias
- Complementos de decoración
- Revestimientos y materiales decorativos
- Piezas de diseño contemporáneo o de autor
- Otros elementos compatibles con el concepto del espacio.

El proceso de selección considerará tanto la variedad de los productos presentados - con el fin de exhibir la versatilidad del diseño italiano aplicado a diferentes elementos - como la armonía general de la ambientación, buscando un hilo conductor estético que evite una saturación visual de estilos independientes.

La exposición es totalmente gratuita. Adicionalmente, las empresas seleccionadas obtendrán:

- Visibilidad institucional dentro del espacio ITA
- Inclusión del nombre de la empresa colaboradora en los créditos del proyecto expositivo
- Mención en materiales de comunicación relacionados con la participación institucional, cuando corresponda
- Oportunidades de networking con profesionales, medios y visitantes especializados.

Compromisos de los Participantes

Las empresas seleccionadas se comprometen a:

- Suministrar los elementos acordados en las fechas establecidas por la organización
- Garantizar que los productos se encuentren en óptimas condiciones de presentación
- Facilitar información técnica y descriptiva de las piezas aportadas
- Coordinar con la organización los aspectos logísticos de entrega y retiro.

Compromisos de la Organización

La Italian Trade Agency se compromete a:

- Seleccionar las propuestas, facilitando el contacto directo con el curador
- Poner a disposición el espacio y su montaje
- Coordinar el diseño general y la curaduría del espacio institucional
- Garantizar el uso adecuado de los elementos suministrados durante el evento
- Facilitar el acceso para las labores de montaje y desmontaje
- Brindar reconocimiento institucional a las empresas colaboradoras
- Compartir con las empresas seleccionadas, como servicio de *follow-up*, los eventuales *leads* y solicitudes de contacto registrados durante la manifestación



- Garantizar la visibilidad de las marcas seleccionadas, también mediante la reproducción continua de vídeos institucionales y corporativos durante el evento.

La organización no asumirá los costos asociados al transporte, la instalación especializada o los seguros específicos de los elementos prestados.

Presentación de Candidaturas

Los interesados deberán imprimir, fechar y firmar para su aceptación y enviar a bogota@ice.it:

- La presente carta convocatoria
- El aviso de privacidad adjunto

Asimismo, se solicita adjuntar fotografías e información técnica (por ejemplo, dimensiones, color y cualquier otro elemento útil) sobre los productos y elementos que se desean aportar para la ambientación del espacio.

Fecha Límite de Postulación: 10 de julio de 2026

La presentación de la candidatura implica la aceptación de las condiciones establecidas en esta convocatoria.

Una vez confirmada la selección, la empresa participante formalizará su colaboración mediante la firma de una carta de compromiso que definirá los elementos suministrados, las responsabilidades de cada parte y las condiciones logísticas correspondientes.

De acuerdo y en aceptación:

Razón social Empresa solicitante

.....

Representante legal/director comercial/director de marketing

..... (firma)

Lugar

Fecha

INFORMATION ON THE PROCESSING OF PERSONAL DATA PURSUANT TO REGULATION (EU) 2016/679 ("GDPR")

In order to ensure that the processing is carried out in accordance with the Regulation, the Italian Trade Agency, in its capacity as Autonomous Data Controller, hereby provides the data subjects with the following information pursuant to Article 13 of the Regulation, concerning the processing of personal data.

Autonomous Data Controllers and Data Protection Officer

In the context of the specific activity to which it is adhering, the following Autonomous Data Controllers are foreseen:

- The Italian Trade Agency, with registered office at Via Liszt, 21 - 00144 Rome, Tel. (+39)06 59921 (hereinafter also referred as "ITA" or "Data Controller"). The Data Protection Officer (DPO), appointed by the Data Controller to fulfill the functions provided for by the European Regulation on the protection of personal data, can be reached at the email address: privacy@ice.it

Purposes of the processing and legal basis

We use your personal data to allow your participation in the "LFDD 2026". The data are processed by ITA for the purpose of carrying out its institutional tasks and in the public interest, in compliance with the obligations mandated by law or regulation, both within the European Union and in Colombia (*Law 1581 of 2012 and the other regulations regarding the protection of Personal Data.*)

Additionally, we use your personal data to enable access to online assistance and information services, as well as functionalities within the institutional website through registration in the Customer Area. The Italian Trade Agency processes this data to carry out its institutional tasks in the public interest, meeting obligations outlined by laws or regulations, and facilitating effective institutional communication.

The processing is based on the following legal bases: (i) processing is necessary for the performance of tasks carried out in the public interest by the Controller, Article 6(1)(e); (ii) processing is necessary for compliance with a legal obligation to which the data controller is subject, for example, compliance with legal (accounting, tax), regulatory, and contractual obligations, execution of measures ordered by the judicial or administrative authorities (Article 6(1)(c)); (iii) processing is necessary for the performance of a contract or for the implementation of pre-contractual measures taken at the request of the data subject (Article 6(1)(b)).

Furthermore, if you express your interest and as detailed below in the "Non-mandatory Purposes" paragraph, the personal data included in the Italian Trade Agency's Central Database (BDC) may also be used within its institutional activity to promote and develop the trade of your product and/or service abroad, as provided for by Article 14, paragraph 20, of Legislative Decree No. 98/11 converted into Law No. 111/11, as amended by Article 22,

paragraph 6, of Legislative Decree No. 201/11 converted into Law No. 214/11 and amended by Article 2, paragraphs 6 and 7, of Legislative Decree No. 104/2019 converted into Law No. 132/2019. Your data may, therefore, be used by the Italian Trade Agency to send proposals for participation in other initiatives organized by the Data Controller, such as fairs, workshops, seminars, training courses, business matching activities, and used to conduct customer satisfaction surveys and other surveys related to institutional and public interest activities.

Data Processor

In carrying out its activity, the Italian Trade Agency, if necessary, reserves the right to communicate your data to third parties who will assume the status of Data Processors. You have the right to request the complete list of third parties by writing to privacy@ice.it.

Processing Methods

The Italian Trade Agency processes personal data in compliance with the principles provided by the Regulation, binding the processing to the principles of fairness, lawfulness, and transparency, for explicit and legitimate purposes related to legal obligations, institutional purposes, and administrative activities instrumental to them. Only personal data that is adequate, relevant, and limited to what is necessary for the purposes for which they are collected and processed is processed.

The data is processed by Italian Trade Agency personnel, adequately trained, who operate as authorized personnel for data processing, or by any authorized persons for occasional maintenance operations of the systems, applications, and data necessary for the portal's services.

The processing is carried out in a manner that ensures adequate security of personal data, through the use of automated tools, including confidentiality and protection, through technical and organizational measures aimed at preventing data loss, unlawful or incorrect uses, and unauthorized access.

The data will not be used for purposes other than those described in this notice, unless you are informed in advance.

Mandatory Data

Your personal data is processed in order to allow your participation in the Event organized by Italian Trade Agency and its partners in the event itself.

Within the limits of the purposes and methods described in this notice, the following categories of data may be processed as personal identifiers (e.g., name, surname, tax code), telephone contacts, email addresses.

Providing the data marked as mandatory is essential to benefit from the requested service; any refusal to provide such information will prevent its provision.

Your personal data will also be managed through online software or cloud services located within the European Union, in compliance with the rights and guarantees provided by the General Data Protection Regulation (EU) 2016/679 (GDPR).

Service data will also be processed, such as information related to the telematic traffic of audio and video conferencing services for event management. In the event that the event is documented through photographic/audiovisual means, depicting the participating audience, the collected material may be disseminated through press, social channels, radio, web, and TV. Remaining at the event venue will be considered as consent to audiovisual collection and potential dissemination.

Your data may be transferred to other parties solely to ensure the successful execution of the Event or to fulfill tasks of public interest and specific legal obligations.

Non-mandatory purposes

The provision of data for non-mandatory purposes is solely aimed at offering you a more personalized service. The provided data will also be included in the ITA's Central Database, which may use them within its institutional activity to promote and develop the trade of its product and/or service abroad, as provided for in Article 14(20) of Legislative Decree 98/11 converted into Law 111/11 as amended by Article 22(6) of Legislative Decree 201/11 converted into Law 214/11 and modified by Articles 2(6) and 2(7) of Legislative Decree 104/2019 converted into Law 132/2019, in compliance with the provisions of Articles 13 and following of EU Regulation 2016/679 on the protection of personal data of individuals, as referred to in Article 4 of the aforementioned Regulation.

Your data may also be used for:

- sending participation proposals for other initiatives organized by ITA, such as fairs, workshops, seminars, training courses, etc.;
- surveying customer satisfaction;
- conducting surveys related to the institutional and public interest activities of ITA;
- business matchmaking activities.

The processing will be carried out using paper and/or computerized methods.

Data retention period

Personal data marked as mandatory will be retained for a period not exceeding the achievement of the purposes or based on the deadlines provided by law. They may be kept for longer periods provided that they are exclusively processed for archiving purposes in the public interest, scientific or historical research, or statistical purposes, subject to the implementation of appropriate technical and organizational measures required by this Regulation to protect the rights and freedoms of the data subject.

Personal data for non-mandatory purposes will be retained for ten years.

Data subject's rights

Please note that you may exercise at any time the rights provided for in Articles 15 and following of EU Regulation 2016/679.



POWERED BY:



For any information, you can contact the *Data Controller*:

Agenzia ICE (Italian Trade Agency), Via Liszt 21, 00144 Rome, or the organizer's office responsible for the initiative mentioned in this communication from the Rome Headquarters, or the Data Protection Officer at the following email address: privacy@ice.it.

This notice may be supplemented with additional information, also taking into account regulatory changes and/or provisions of the European Data Protection Board (EDPB) and the National Data Protection Authority. *Further information about ITA's privacy policy can be accessed at the web address: <https://www.ice.it/en/privacy>*

- Having read the notice, I AUTHORIZE Italian Trade Agency to process the data for all the non-mandatory purposes mentioned above.
- Having read the notice, I DO NOT AUTHORIZE Italian Trade Agency to process the data for all the non-mandatory purposes mentioned above.

Date _____ SIGNATURE _____