



ITALIAN TRADE AGENCY  
ICE - Italian Trade Commission  
Trade Promotion Office of the Italian Embassy  
Amman Office - مكتب عمان

Date: 04 October 2018  
Prot. N. P200201800205

## REQUEST FOR PROPOSALS - N° 205

<b>Project</b>	Requesting design and printing services for: Posters, Roll-ups, and Certificates of Participation for the <b>Italian Cuisine Week</b> in November 2018
<b>RFP announced on</b>	Thursday - October 4, 2018

### Overview

The **Italian Trade Agency - Amman (ICE)** is organizing an event on November 19, 2018 to celebrate **Italian Cuisine Week**, with the aim of increasing awareness in the local Jordanian market about authentic Italian food ingredients.

The purpose of this proposal is to invite design agencies to submit their proposal to provide **design and printing** services of: Posters, Roll-up banners, and Certificates of Participation for this event.

**Selection of design and printing professional agencies to be invited to a bid for amounts below the European Union community threshold, to be carried out pursuant to Italy's art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016, and subsequent amendments for the Service.**

### Contracting selection criteria

In implementation of the principles of transparency, publicity, impartiality pursuant to art. 4 of Legislative Decree 50/2016, amended by Legislative Decree 56/2017, the ITA will proceed to invite to the tender procedure a number not less than three operators, where they exist. If the minimum number of candidates that meet the selection criteria is not reached, we will proceed, pursuant to art. 91, c. 2 of Legislative Decree 50/2016 and subsequent amendments, also in case of candidates lower in number than the above-mentioned minimum.

The procedure for the realization of the service in question will be awarded with the criterion of the most economically advantageous tender on the fee pursuant to art. 95, c. 2 of Legislative Decree 50/2016 and subsequent amendments. The candidates will be evaluated according to their consolidated professional experience and specialization on the subjects related to the contents of the requested services.

### Deliverables

#### 1. Design Services:

The designs of all deliverables should be consistent and have the same art direction (fonts, colors, illustration style, etc):

Design	Description
Poster/Roll-up showing illustrations of <b>12 Italian cheeses</b>	The designs should be in 2 sizes: <ul style="list-style-type: none"> <li>• A2 poster</li> <li>• Roll-up banner: <ul style="list-style-type: none"> <li>▪ Dimension = 85X200 cm</li> </ul> </li> </ul> Designs are bi-lingual (Arabic + Italian)
Poster/Roll-up showing illustrations of <b>12 Italian pastas</b>	
<b>Certificate of Participation</b>	<ul style="list-style-type: none"> <li>• The design of the Certificate should be consistent with the design of the posters</li> <li>• Certificate will be awarded to Italian restaurant owners in the event</li> <li>• Language of the Certificate is English</li> </ul>

## 2. Printing Services:

Print	Description	Number of Copies
Poster: Italian cheeses design	Size = A2	300
Poster: Italian pastas design		300
Roll-up: Italian cheeses design	Dimension = 85 X 200 cm	4
Roll-up: Italian cheeses design (with date)	Dimension = 85 X 200 cm	4
Roll-up: Italian pastas design	Dimension = 85 X 200 cm	4
Roll-up: Italian cheeses design (with date)	Dimension = 85 X 200 cm	4
Certificate of Participation	<ul style="list-style-type: none"> <li>• Size = A4/Landscape</li> <li>• Limited colors printing</li> </ul>	50

### 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.**
- Fonts should also be included for Mac (and Windows, if available).

### NOTE: Written content to be provided by ICE

Please note that the selected agency will be provided with:

- A list of Italian ingredients in both Arabic and Italian.
- Reference photos of all Italian ingredients required for each poster to help with the design/illustration process.
- The copywriting/text for the Certificate of Participation will also be provided.
- Italian Trade Commission logo, Embassy logo and other information to be placed at the bottom of the poster/roll-up banner designs.

## Proposal Requirements

### 1. Technical Proposal

The Technical Proposal should include:

- Design sample of two Italian cheeses (**Parmigiano Reggiano + Mozzarella**) – in Italian and Arabic (پارمیچانو ریجانو + موتزریلا) [See reference photos attached]
- Design sample of two Italian pastas (**Spaghetti + Penne**) – in Italian and Arabic (سباغیٹی + پینیہ) [See reference photos attached]
- Please include the names of the Italian food ingredients mentioned above under each ingredient with **the potential choice of fonts** (or hand-lettering) – in Italian and Arabic
- Name and contact details of the designer

## 2. Financial Proposal

The Financial Proposal should include detailed costs per deliverable as seen above in the Design Services/Printing Services sections. It should also include the following information:

- Design fees: Design agencies should provide detailed costs for each design activity as follows:

Design deliverable	Cost
Poster design x 2	
Participants Certificate design x 1	
Minimal design fees for adaptation of poster design to Dimensions 1 & 2 for Roll-up banner	

- Printing costs: Design agencies should include printing costs per deliverable, with two options:
  - A. Digital printing (with timeline)
  - B. Off-set printing (with timeline)
- Printing quality:
  - A. Please provide options for paper weight: 150 grm, etc.
  - B. Options for paper printing quality: Matte, glossy, etc.

Printing costs / Template sample:

Printing deliverables			COST			
Print	Size	No. of Copies	Digital Printing/ 150 grm/Matte	Off-set Printing/ 150 grm/Matte	Digital Printing/ 150 grm/Glossy	Off-set Printing/ 150 grm/Glossy
Poster: Italian cheeses design	A2	300				
Poster: Italian pastas design		300				
Roll-up: Italian cheeses design	Dimension = 85 X 200 cm	8 = 4 with date + 4 without date				
Roll-up: Italian pastas design	Dimension = 85 X 200 cm	8 = 4 with date + 4 without date				
Certificate of Participation	A4	50				

## Guidelines and Deadlines

- All proposals must be received electronically via email by 3 p.m. on Sunday - October 14, 2018, addressed to: amman@ice.it
- Applicants will be informed of selection by Tuesday - October 16, 2018

Main deadlines are as follows:

Activity	Deadline
Deadline for design agencies to submit technical and financial proposals	Thursday - October 11, 2018 (3 p.m.)
Selected design agency should submit draft designs	Sunday - October 21, 2018 (3 p.m.)
Selected design agency should submit final designs for approval	Sunday – October 28, 2018 (3 p.m.)
Printed sample of poster	Tuesday – October 30, 2018
Printed materials should be submitted by	Tuesday – November 13, 2018

## Important Notes

- Selected agency is responsible for delivering all printed materials to the Italian Trade Commission's offices in Shmeisani.
- 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.

### **VERY IMPORTANT NOTICE!**

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

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**For more information, please contact:**

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Italian Trade Commissioner

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