



ITALIAN TRADE AGENCY
ICE - Italian Trade Commission
Houston Office

MARKET SURVEY NOTICE

Selection of vendors to be enrolled into the Italian Trade Agency's (ITA) – Agency of Houston database, specifically to the field of Marketing firms, pursuant to art. 36, paragraph 2, lett. b) of Legislative Decree No. 50/2016. Vendors enrolled into ITA's database will be considered for invitations to future tenders for the offering of marketing plan price analysis services.

Pursuant to art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and amendments, along with Guidelines No. 4, issued by ANAC, as stated by Legislative Decree 18 April 2016, n. 50, entitled "Procedures for the awarding of public contracts for amounts below EU thresholds, market surveys and training and management of lists of vendors" (Resolution No. 1097 of 26 October 2016), and with regard to Legislative Decree 19 April 2017, n.56, ITA intends to initiate a process for the identification of vendors – based in the US - interested in being included in ITA database for possible future business services. Those vendors must meet the requirements and professional skills stated under articles 80 and 83 of Legislative Decree 50/2016.

SCOPE OF FUTURE SERVICES

In a near future, ITA needs to select a vendor able to provide the following service:

- Marketing plan price analysis
- Cost evaluation of marketing items considering the market value and ROI
- Overall evaluation of marketing campaign

The services will be assigned after the issuance of a "service request" letter by ITA's Trade Commissioner.

LENGTH OF SERVICES

The duration of the service will be specified in the service request letter – 12 months is the normal length of contract.

PRESENTATION OF APPLICATIONS FOR DATABASE ENROLLMENT

This notice will be published in official websites for at least 15 days, to be calculated from the first day of publication.

Each vendor that meets the requirements herein indicated and that intends to enroll into ITA database should send ITA the following documentation:

Houston Office
1300 Post Oak Blvd., Suite 775
Houston, TX 77056
T +1 281 888-4288
houston@ice.it
www.italtrade.com/usa

**ICE – Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane.**
Via Liszt 21, 00144 Roma, Italia
T +39 06 59921
www.ice.gov.it
Part. Iva 12020391004



ITALIAN TRADE AGENCY

**ICE - Italian Trade Commission
Houston Office**

- IRS Form W-9;
- One Declaration (here attached) fully completed, dated and signed by someone with contracting power (or with POA) along with a valid ID photocopy, in compliance with:
 - **General requirements** (pursuant to Article 80 of Legislative Decree 50/2016);
 - **Requirements of professional skill** (pursuant to Article 83, paragraph 1, letter a) of Legislative Decree No. 50/2016);
 - **Technical and professional skills** (pursuant to Article 83, paragraph 1, letter c) of Legislative Decree 50/2016).

A complete and timely documentation submission, satisfactory to ITA, will lead to the database enrollment. However, it does not imply the existence of a right to an automatic invitation to tenders or/and to any bid organized by ITA.

Interested vendors must send the requested documents to the ITA-Houston Office (email: houston@ice.it).

The Responsible of this Procedure is Ms Antonietta Baccanari

A handwritten signature in black ink, appearing to read 'Antonietta Baccanari', is written over a vertical line that extends from the signature down to the typed name below.

Antonietta Baccanari
Italian Trade Commissioner - Houston Office, USA