



**Date: 18/04/2023**

**CIG: 9773756699**

**COAN: U213Z070K1**

**Det.: 1421/23 del 13/04/2023**

## **PRIOR INFORMATION NOTICE**

### **Notice for companies interested in participating in the selection procedure for the provision of the service “Market research on the Sports Industry in China”.**

ITA - Italian Trade Agency is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. ITA is headquartered in Rome and operates through a network of offices worldwide linked to Italian Embassies and Consulates and it works closely with local authorities and businesses.

ITA operates in China through its offices in Beijing, Shanghai, Guangzhou, Chengdu and Hong Kong. The Beijing Office is also in charge of Mongolia.

ITA Beijing has decided to launch a tender procedure to appoint a company specialized in market research and data analysis in order to provide Italian companies, active in the Sports Industry, a useful tool to understand how the Chinese market has changed since the outbreak of the pandemic. In particular, the research aims to analyze and assess the development of the local Sporting goods market over the last 5 years (2018-2022, before and after Covid) and, subsequently, the potential for Italian companies of the Sports industry to enter/develop their presence in the Country.

In pursuing the objective, the market research must have a comprehensive approach and be structured as an in-depth study of the Sports Industry including:

- Sportswear (sports-inspired, performance, outdoor - apparel, accessories and footwear);
- Sports Equipment (indoor and outdoor, water sports) including fitness machines and equipment (cardio, strength, and group training equipment);
- Sports Nutrition (protein and non-protein, supplements and nutraceuticals, drinks).

The bidding base amount will be **euro 70.000,00, including all taxes and duties**.

The market research will be identified by institutional logos that will be provided.

Interested companies that meet the requirements at the date of this notice, should notify their interest by email to: [pechino@ice.it](mailto:pechino@ice.it)

The expression of interest should be signed by the legal representative of the company or by an attorney with signature authorization and should indicate the following information:

- name of the company and legal status
- legal address (complete address)
- telephone, email address
- name of the legal representative or delegate, if any
- mail address for official communications

The deadline for the expression of interest is **Wednesday, 3rd May 2023 at 16:00 (Beijing time)**.

The tender procedure may be interrupted or cancelled at any moment and for any reason by the Italian Trade Agency at its full discretion without generating any moral or legal commitment towards the candidates including those fully meeting the requirements.

Requests for more information should be addressed to: [pechino@ice.it](mailto:pechino@ice.it)

Gianpaolo Bruno  
Director

ITA Beijing