

BRIEFING TO FIND THE RESTAURANT TO REPRESENT THE NETHERLANDS DURING COPA JEREZ INTERNATIONAL 2023

The Economic and Commercial Office of the Embassy of Spain in the Netherlands, which includes ICEX / Foods and Wines from Spain, on behalf of ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E. (from now on 'ICEX') is looking for a marketing and PR agency for the organization of *“the Dutch Copa Jerez final the Netherlands 2022”*.

ICEX is a public business entity ascribed to the Ministry of Industry, Trade and Tourism of the Government of Spain, via the Department of Trade, whose mission involves promoting the internationalization of Spanish companies.

The aim of this briefing is to select an independent marketing and PR agency for the purpose of selecting a restaurant that will represent the Netherlands at the Copa Jerez international final 2023.

1.-	Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E (ICEX) - VAT No. Q2891001F-
2.-	Case Number:	X039-05-2022
3.-	Scope of the contract:	To appoint an agency that will act as agency for ICEX/Foods & Wines from Spain in the Netherlands in collaboration with the Regulatory Council “Jerez-Xérès-Sherry” and Manzanilla – Sanlúcar de Barrameda-Denominations of Origin (from now on ‘CRDO JEREZ’) for the purpose of selecting a restaurant that will represent the Netherlands at the Copa Jerez international final that will take place – most probably – in October 2023 in Jerez de la Frontera, Spain.
4.-	Submission of tenders:	The 3 separate documents that represent the proposal need to be sent via email EXCLUSIVELY to tenders@icex.es by 24 JUNE, 2022 at 9:00 AM CET All files should not exceed 4mb in size if sent as attachment; should files be larger, use a file transfer service, which you have verified works.

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1.- Scope of the Contract & Agency responsibilities

The selected agency will be expected to:

-Provide a list of 5 Dutch restaurants with a sherry wines assortment (at least 5 sherries in their restaurant wine list) and potentially interested in participating in the Dutch final.

- Communicate with Dutch media (gastronomy and wine journalists, bloggers, vloggers, restaurants platforms like Entree, Vizier, etc. about the Dutch Copa Jerez national final 2022 through newsletters or mailings (minimum of 2) and its social media channels (twitter/Facebook/Instagram) as well as a final press release in order to inform about the winner (restaurant or chef/sommelier) of the Dutch Copa Jerez national final 2022.

- Inform Dutch restaurants, wine bars, hotel restaurants, etc. about the celebration of the Dutch Copa Jerez national final 2022, in order to achieve that a minimum of 10 candidates sign up, i.e. restaurants located in the Netherlands (restaurants outside the city of Amsterdam are more than welcome) that submit their 3 course -Sherry wine pairing menu- in order to qualify for the Dutch Copa Jerez national final 2022.

-Receive the menus of the restaurants willing to participate in the Dutch Copa Jerez national final 2022.

-Supervise that the restaurants' menus comply with the regulations of the Copa Jerez nationals (appendix 2), e.g. that the submitted wines proceed from bodegas of the CRDO JEREZ, and that the menus are fully documented (name of dish, ingredients, preparation, images, justification of the pairing, etc.). This information will be presented to the judges who will select a minimum of 3 and a maximum of 5 menus for the Dutch Copa Jerez national final 2022.

-The final selection of a maximum of 5 Dutch restaurants participating in the Dutch Copa Jerez national final 2022 will compete on a set date (depending on Covid-19 regulations, however, the final could also take place on different dates).

-A restaurant in the Netherlands shall be selected together with the Dutch Gilde van sommeliers NGS (preferably in a central place considering that judges and participants will have to travel) where the final can be held. The location must provide a fully equipped kitchen where the restaurants can cook their dishes and a separate room where judges can taste these menus (the judges must be able to discuss the menus without the presence of the participants or general public).

-Select a suitable date for the Dutch Copa Jerez national final 2022. The date must match the preferences of judges (including judges travelling from Spain) and candidates. The event must be held preferably before 15 November 2022. The agency will communicate the chosen date well in advance (at least one month) to judges, participants and media.

-If due to Covid-19 or a pandemic regulations in the Netherlands the Dutch Copa Jerez national final 2022 cannot take place, the agency will coordinate an alternative solution (e.g. streaming the final online, begin 2023, etc.) for the selection of a Dutch winner, in compliance with the regulations of the national finals.

On top of these minimum requirements, the agency is also expected to maintain weekly direct contact (preferably online) with the Economic and Commercial Office of the Spanish Embassy, in order to assess the progress made and decide on action to be taken.

JURY: following the regulations of national finals (appendix 2) the Dutch Jury panel will have a maximum of 5 judges.

The president of the Dutch jury will be Mrs. Heleen Boom, president of NGS

The other 4 members of the jury shall be:

- member of the CRDO JEREZ of FEDEJEREZ
- sommelier (preferably with strong acknowledge of Sherry wines)
- chef
- gastronomic journalist

Participating restaurants' staff are excluded.

The members of the jury will be selected in accordance with ICEX and the CRDO JEREZ.

The members of the jury will be expected to:

- Receive the 3-course menus submitted by the agency.
- Select a minimum of 3 and a maximum of 5 restaurants that will attend the Dutch national final 2022.
- The selection of the chosen finalists will be submitted to the agency.
- Attend the Dutch national final 2022 and select one winner.

Each Dutch member of the jury (excluding the jury member of CRDO JEREZ) will receive a fee for their above mentioned activities.

Agency will be invoiced by the members of the jury.

PHOTOGRAPHER: In compliance with the final rules (appendix 2), during the Dutch final, a picture must be taken of each course presented during the competition, including each pairing. The agency will supervise that the photographer will make pictures of all dishes. In order to facilitate this, a specialized photographer in gastronomy will be appointed well in advance. The agency should present a suitable photographer for the event, but the final choice will be made by ICEX.

The agency will let the photographer know when and where the final will take place. During the final, the agency will see to it that the photographer has access to all dishes, with the pairing sherry. After the event, the agency will receive a digital map containing all pictures. The full digital map will be forwarded to ICEX and CRDO JEREZ.

The photographer will invoice Agency.

WINES: In compliance with the final rules (appendix 2):

The teams must provide all the ingredients for the preparation of the dishes and the organization committee will provide them with 75cl bottles (or equivalent number of bottles if they are of less capacity) of each of the selected wines.

The wines during the Dutch final will be provided by the organization (CRDO JEREZ). If for any reason, some of the wines cannot be provided, the agency should allocate a budget in order to be able to buy the wines by the Dutch importers.

TIME FRAME & TIME DEDICATED: The agency is expected to carry out its services within the time frame specified in the contract to be signed by the agency and ICEX.

LANGUAGE: All communications relating to this call for bids and further contact with ICEX will take place in the English language.

Command of Spanish is not required but is valued.

2.- Contract and jurisdiction

Once the Agency has been selected, a contract will be signed between ICEX and the Agency.

To solve any dispute, disagreement, issue or claim which may arise from the performance of the Agreement executed with the Awardee of this tender, the matter will be referred to Ordinary Courts and Tribunals of Madrid (Spain), expressly waiving any other jurisdiction. The language used in any dispute shall be Spanish. Spanish legislation shall be applicable to the contents of this Tender.

3.- Agency profile and staffing requirements

3.1 Agency profile.

- Competing companies must have a proven track record in The Netherlands in marketing and promoting wine—preferably Spanish—or in promoting agri-food products.
- The technical capability of the agency shall be demonstrated by submitting examples of works of similar scale and scope, executed specifically in The Netherlands in all or some of the last 3 (three) years. Works submitted should indicate dates and location of execution and include examples.
- Agency organization must have the human, and material resources necessary for the successful execution of the campaigns outlined in this brief.
- Competing companies must demonstrate the ability to develop online and offline promotional material.

- Agencies that do not include all needed and requested documentation in their offer / proposal that meets all the agency profile requirements, will be excluded.

3.2 Agency Staffing

The requirements set below for the staffing are mandatory. Agencies that do not present in their offer a team that meets all the requirements, will be excluded. However, it is possible to comply with the requirements through subcontracting or joint ventures, among others. Bidders must clearly state in their offer if they use any of these options to meet the requirements providing documentation that legally demonstrates the extent and seriousness of the relationship.

The proposed team must include, at least, the following two key members:

- A Project Director: 8 years' work experience; at least 2 years' experience in The Netherlands in the last 6 years, at least 2 years' experience in team management, and at least 2 years' experience in agri-food product promotion (in the last 6 years).
- Senior Consultant: 4 years' total experience and at least 3 years' experience in agri-food product promotion (within the last 6 years).

It is expected that these two key team members assigned by the agency to the contract have specific knowledge and professional expertise in marketing and promotion of wine in the Netherlands, are fluent in spoken and written English and Spanish. Any staff substitution must equal or improve the staff being replaced and must require the prior written approval of ICEX.

The role of each key team member assigned to the program areas of this campaign must be specified in the Agency proposal. In addition, their **detailed resumes** must be included in the proposal and the Excel "Team Experience" (Annex A) must be filled out.

Agency must designate a primary contact person that is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, as represented by the Trade Commission of Spain in The Netherlands.

3.3 Agency Financial Requirement

All competing agencies will be required to demonstrate an annual gross billing of at least 24.000 EUR in the best of the last 3 (three) years (2019, 2020 and 2021).

4.- Budget and Estimated contract value

The financial proposal must be in euros and it must include all expenses and applicable taxes (0%, considering reverse charge mechanism; 21% in case of bidder VAT registered in Spain).

The maximum available Budget for this contract is 24.800 euros (excluding taxes), inclusive of all agency fees. The agency fees must be clearly separated as it is settled in the annex, in order to properly assess the ratio among the fees and the total offered Price.

The contract is expected to enter into force mid-2022 and will terminate on December 31st, 2022.

The **estimated value** of the contract (value of the contract and its possible extensions) will be **74,400 EUR (excluding taxes)** according to the following:

- **Main contract maximum Budget 2022: 24,800 EUR (excluding taxes)**
- **First extension maximum Budget 2024: 24,800 EUR (excluding taxes)**
- **Second extension maximum Budget 2026: 24,800 EUR (excluding taxes)**

The economic proposal will be evaluated based on offered prices, excluding taxes, which must be clearly described and separated in the economic offer. The taxes must be indicated as an independent item, if any.

Under no circumstances can the budget be exceeded, neither in terms of the amount of the contract, nor in terms of the amount of the extensions.

Proposals exceeding the maximum available budget of 24,800 euros, excluding taxes, will not be considered.

If any activity is not carried out, it will not be paid, and the corresponding fees will be deducted.

5.- Term

The contract is expected to enter into force mid-2022 and will terminate on December 31st, 2022.

Once the contract expires, it could be renewed for up to a maximum of 2 additional campaigns (2024 and 2026).

6.- Billing and payments

- The contract service price will be paid for each of the annual campaigns considered in this briefing. Payments to the selected agency will be made through the Economic and Commercial Office of Spain in The Hague, on behalf of ICEX, at the end of each month, upon presentation of the invoices for the expenses incurred in that month.

Administrative requirements for billing and substantiating the execution of activities:

- **All agreements and invoices should include the following:**

ICEX España Exportación e Inversiones, E.P.E
Paseo de la Castellana, 278
28046 Madrid-Spain
CIF Q2891001F

- Billing. All expenses shall be billed with a company invoice containing:
 - a. Company letterhead / logo
 - b. Address
 - c. Date
 - d. Invoice number
 - e. Tax ID
 - f. Description of the items
 - g. Price and Sales Tax (or indication of "Tax Exempt")
 - h. Total amount due
- No expense on behalf of ICEX can be incurred before the date of signature of the corresponding contract and prior written approval of the Trade Commission of Spain in The Hague.
- The assignment of the contract is not allowed.

7.- Procedure

This briefing will be circulated to several agencies.

Agencies interested in bidding may contact ICEX (**exclusively to tenders@icex.es**) with any questions about the brief up to 21 JUNE, 2022 at 9:00 AM CET

Please note that any expenditure incurred by candidate agencies in the preparation of the proposals presentation and quotes will be at the expense of those companies involved. Submission of the offer will not generate any fees or reimbursement of any type of expenses.

Submission of an offer and participation in this tender implies the agency's express acceptance of all the points contained in this briefing.

The proposal needs to be sent via email **only and exclusively to tenders@icex.es by **24 JUNE 2022 at 9:00 AM CET.****

All files should not exceed 4mb in size if sent as attachment; should files be larger, use a file transfer service, which you have verified works.

The proposal will need to be presented in English, electronically as a pdf and where appropriate, use Excel for charts and numbers.

All competing agencies submitting a proposal should be aware that ICEX Legal Services department will first review the documentation submitted by each agency to ensure compliance with the requirements of this brief. After verifying their compliance with these prerequisites, the technical offer (work proposal) will be reviewed and evaluated. Once the evaluation scores have been assigned to the technical proposal, the economic offer will be opened and evaluated. **The price contained in the economic offer will not be known until that moment.**

A decision will be made as soon as possible from the published proposal due date. The decision will be officially notified via email to enable the selected agency to begin work promptly.

Proposals not submitted within the deadline will be excluded.

Non-compliance with any of the requirements established in the present briefing will result in the disqualification of the Agency concerned.

Proposal submission must be divided into 3 (three) separate documents detailed as follows:

Document 1. ANNEX I. Economic and technical Solvency. PDF file (See Sec. 3 Agency Profile and Staffing requirements and Annex I)

- ✓ **Agency solvency report.** provide projects of similar scope to demonstrate ability to execute the requested work.
- ✓ **Financial accounts** for the best of the last three years (2019; 2020; 2021) in order to meet fiscal solvency criteria.
- ✓ **Professional profile and background of the designated staff.** Include a detailed description of the roles of the proposed team and their respective **detailed resumes in PDF (Annex A)**.

Bidders must clearly state in their offer if they use any of these options (joint ventures, subcontracting) to meet the requirements providing documentation that legally demonstrates the extent and seriousness of the relationship.

Agencies not satisfying any of the stipulated solvency criteria, will be excluded from the tender and their offers will not be evaluated.

Document 2. ANNEX II. Technical Proposal. PDF file (See Sec. 1 Agency Responsibilities, Sec. 8 Evaluation Criteria and Annex II)

- ✓ **Technical proposal:** Detailed work proposal **without any reference to prices**, and work plan for all the different campaigns considered in this brief.

The agency will be responsible for carrying out whatever tasks are necessary for the correct execution of the events specified in this request.

If the proposal submitted simply states that the agency can meet some or all the requirements but does not provide information or detail on how they will do so, technical proposal will be assigned a score of 0.

Document 3. ANNEX III. Economic Proposal. Excel file (See Annex III)

- ✓ **Economic proposal (Agency price for work requested and proposed stated in euros) – Annex C.**
- ✓ ICEX will evaluate tenders based on the ratio among offered Agency total price and the agency fees for executing the requested work.
- ✓ Provide detail of the work covered by the price.
- ✓ Proposals exceeding the **maximum available budget (24.800,00 EUR, excluding taxes, if any), will automatically be disqualified.**

The tenders should include a breaking down in which the price offered and taxes must be

8.- Evaluation criteria

Interested agencies shall submit their proposal for the campaign, together with a detailed description of the resources to be applied.

Once the technical and financial solvency of the Agencies applying has been verified, the offers will be evaluated using the following criteria and weightings:

Capability and Resources	10 POINTS
Agency's strategy and means of implementation	35 POINTS
Innovation	15 POINTS
Total budget for the activity	40 POINTS
Total	100 POINTS

With this in mind, we will be assessing:

- **Capability and Resources (10 points)**

Please provide details of the following:

- a. The company's technical resources, especially databases (restaurants, winebars, caterings, sommeliers, journalists, etc.) and social media channels (twitter, Facebook, Instagram, LinkedIn, YouTube, etc.) used in the implementation of its activities, including quality of the contacts, together with an indication of how frequently these are updated. 10 points

- **Agency's strategy and means of implementation (35 points)**

Please provide the following:

- a. Activity plan: detailed list of specific activities aimed at achieving the final objectives of the campaign. The degree of detail, number, suitability, type, target audience, profile, and geographic and temporal distribution will be assessed. 15 points
- b. Media plan: detailed description of how the marketing and communications strategy will be developed, specifying the media to be used, number of actions, and types of content planned. 10 points
- c. Calendar: presentation of a daily, weekly, monthly work calendar outlining the time distribution of each activity. 10 points

- **Innovation (15 points)**

Please provide the following:

- Timescales for a project delivery, as well as proposals for adaptation of the project to a scenario in which the horeca is not open for business as usual due to a pandemic (eg covid-19, or similar). 10 points
- Any additional opportunity for added value or benefits, whilst remaining within the budget set out in this brief. 5 points

- **Total budget for the activity (40 points)**

-ICEX will assess the fees proposed by the different competing agencies. If necessary ICEX will treat as fees not only those specified by an agency, but also other specified amounts for each activation that might be rightly considered as such.

-ICEX will award the maximum score (40 points) to the Financial Proposal with the lowest agency service fees ratio. ICEX will award other Financial Proposals with the proportional score.

-Financial Proposals must exhaust the maximum available contract budget (24.800,00 EUR), without exceeding it. Financial Proposals that exceed the maximum available contract budget will not be considered.

Responses, other than price, will be scored as follows:

0% of allocated points	Proposal simply states that the agency can meet some or all the requirements but does not provide information or detail on how they will do so
50% of allocated points	Compliant
75% of allocated points	Fully Compliant
100% of allocated points	Exceeds Requirements

Responses should reflect the services specified and will be evaluated against the response requirements set out above, on the basis of the award criteria outlined.

9. Obligations

The Agency shall be responsible for the technical quality of the work and services it may carry out during this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate methods, or incorrect conclusions in the performance of the contract.

Specifically, the Agency shall be responsible for:

- Ensuring that both the development and the result of the services/work which it has been contracted to carry out comply with the quality specifications required by ICEX.
- Compliance with the time-limits agreed with ICEX in each case.
- Omissions, errors, incorrect conclusions, or inappropriate methods that it may recommend and implement during the term of this contract.
- The personnel forming part of the project team assigned to the development and performance of the Contract, with the Agency bearing sole liability in employment matters for the conduct and operation of the above-mentioned team.
- The processing of any information and data made available to it.

Only the activities, budgets and procedures included in the Contract will be binding for the Parties.

10.- Cancellations

ICEX reserves the right to unilaterally terminate the Contract if the services are not performed in accordance with the instructions received from ICEX, if any of the deadlines applicable to the Agency are not met or if there is any failure to fulfil the obligations established in the Contract. All the above is without prejudice to any claims for damages that might arise.

Force Majeure or restrictions imposed by the Authorities

The parties will not be responsible for the damages and losses caused to the other party for delays or breaches of the contract that bring their cause in cases of *force majeure* or restrictions imposed by the Authorities. The duties of the contract will be considered suspended while the situation of *force majeure* or restriction lasts, and the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible.

In any case, the party that has knowledge of these facts must inform the other as soon as possible so that said duties are suspended or that the measures deemed appropriate are adopted. If the cause of *Force Majeure* or restriction extends in time for more than three months, either party will be entitled to request the termination of the contract without having to indemnify the other party for it.

Cancellation or postponement of activities

In the event an activity eventually is not held, ICEX shall solely satisfy the expenses incurred by the Agency from the date of the contract (and in connection with the same) until the date of a formal notice of the cancelation by ICEX. To be reimbursed, the Agency must submit all documentary invoices of the expenses incurred up to that date.

In the event that one activity is postponed, the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible.

11.- Intellectual Property and Confidentiality

All intellectual or industrial property rights in the work created by the Agency and all the information gathered by it in connection with the contract shall belong to ICEX.

The Agency shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as said claim is based on the allegation that the work carried out by the Agency within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes an undue appropriation of trade or industrial secrets belonging to third parties.

The Agency is obliged to maintain professional confidentiality with regard to the information and documentation provided by ICEX for the performance of the services.

The Agency shall only permit access to the confidential information to those persons who have a need to know it for the purposes of carrying out the activities and services under the contract. The Agency shall be responsible for ensuring compliance with the confidentiality obligations by the personnel in its employ and by any persons or entities working in collaboration with the Agency or subcontracted by it.

The Agency also undertakes not to use any confidential information belonging to ICEX to which it may have access for its own or private purposes or for any other purposes.

This obligation shall remain in force both during and after the end of the activities to which the contract relates, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status.

Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal actions against the Agency for any liability that might be applicable.

This clause shall not apply to information that is (i) in the public domain, (ii) already known to the party receiving it, (iii) disclosed in compliance with court orders or under legal obligations.

12.- Technical specifications (Program proposal)

ICEX represented by the Trade Commission of Spain in The Hague calls for bids to select a restaurant that will represent the Netherlands at the *Copa Jerez* international final that will take place – most probably – in 2023 in Jerez de la Frontera, Spain, as per Section 4 of this briefing.

Administrative:

There will be the possibility to renew the contract for two (2) additional editions.

Background:

The *Copa Jerez* began in the Netherlands in 2000 as part of the promotional campaign for Vinos de Jerez with a budget from the Jerez Regulatory Council and ICEX.

The *Copa Jerez* contest involves several teams made up of a chef and a sommelier working in a restaurant in the Netherlands. The preselection of the restaurants is in the hands of an agency who will select 5 finalist teams that will have to present three proposals of pairing of sherry wines with gastronomic creations before a jury of Dutch professional experts.

This national contest to select the winner from the Netherlands takes place every two years.

The teams must be made up of a chef and a sommelier from a restaurant or catering who must create a proposal with a three-course menu and choose a wine from Jerez or Manzanilla for each dish.

Also, a condition to participate in this contest is that restaurants must have at least 3 wines from the DO Jerez on their wine list.

The selected wines can be of any brand as long as they belong to the Jerez Wine Regulatory Council, whether they are dry (Fino, Manzanilla, Amontillado, Oloroso or Palo Cortado), sweet (Moscatel or Pedro Ximénez) or semi-sweet (Cream, Medium and Pale Cream).

The proposals received are valued by a jury of experts according to the following criteria:

- The originality and creativity of the recipes and pairings
- The gastronomic value of the recipes presented.
- The suitability of selected wines and the justification of the pairings

Since 2003 the Regulatory Council "Jerez-Sherry-Xeres" and "Manzanilla Sanlúcar de Barrameda" has turned this competition, which was initially born as a pairing competition for sherry wines with gastronomy in the Netherlands, into an international and in whose end several countries participate in Jerez de la Frontera. The Regulatory Council and Fedejerez decided to invite those countries that were part of the international promotion campaign for Jerez wines to participate in this competition. In the last edition of Copa Jerez International (2021), in which the winner was the Belgian restaurant Paul de Pierre near the city of Gent, the following 8 countries participated: Spain, United Kingdom, United States, Germany, the Netherlands, Belgium, Denmark and Russia.

After tasting all the dishes and pairings, the jury (made up of Spanish and foreign personalities from the world of gastronomy and the press) meets to decide who will be the winner. In addition to the prize for the winner of the International Copa Jerez, individual prizes and recognitions are awarded such as: best chef, best sommelier, best pairing with starter, best pairing with main course, best pairing with dessert and best creative pairing.

For more information about this international contest <https://www.sherry.wine/copa-jerez>

REQUIREMENTS/CAPABILITIES WE EXPECT TO FIND IN THE AGENCY:

- The agency must be capable of implementing and administering the aforementioned activities in a demonstrably effective and efficient manner, with a view to maximizing added value.
- The agency should have proven experience in activities similar to those described in this document related to the Dutch food & beverage industry. Good contacts and previous work experience in the Dutch gastronomy industry or media will be highly appreciated.
- Good knowledge of Sherry wine and Dutch gastronomy.
- The agency is expected to be creative and have good Dutch writing skills. Proven experience in this respect (media or else) would be highly appreciated.

- The agency must provide assurance that none of its present or future clients pose a conflict of interest with Foods and Wines from Spain business. If in doubt, please ask us.
- The agency will be required to demonstrate an annual gross billing of at least 24.000 EUR in the best of the last 3 (three) years (2019, 2020 and 2021).

Financial proposal

The agency will specify in its proposal the following costs in euros:

- Agency fee up to 16.000€ (excluding taxes)
- Costs venue/location for the final up to 2.800€ (excluding taxes)
- Photographer and jury fees up to 4.500€ (excluding taxes)
- Buying sherry's up to 400€ (excluding taxes)
- Courier costs up to 400€ (excluding taxes)
- Promotional materials (roll-ups, flyers, etc.) 700€ (excluding taxes)

ADDITIONAL INFORMATION FOR THE AGENCY: The service should be provided from the agency's premises. Please feel free to add any suggestions of possible PR/other actions or any other that may, in your opinion, better fulfil our objectives.

Interested companies or individuals may send their offers in electronic format **no later than 24 JUNE 2022 ONLY** to tenders@icex.es.

Any further inquiry relating this call for bids may be directed to tenders@icex.es.

If the documents you would like to send exceed 2,5MB, please send them through a webpage e.g. Wettransfer.

13.- European Funding

The activities contemplated under this briefing may be subject to European *Union's financing through the European Regional Development Fund (ERDF)*.

The successful tenderer will be obliged to comply with the information and advertising obligations set out in Annex XII, section 2.2. of Regulation (EU) 1303/2013 of the European Parliament and of the Council of 17 December 2013, and in particular with the following:

- In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Regional Development Fund.
- In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union and the European Regional Development Fund, including the motto “A way of making Europe”.

The Hague, 2 June 2022

ICEX Board of Directors

By Delegation (Resolution of September 30th 2021; BOE [Official State Gazette] as of October, 11th 2021)



Oscar Via
Head, Economic and Commercial Office
Oficina Económica y Comercial
Embajada de España en Países Bajos
3 June 2022

DOCUMENT I. Economic and Technical Solvency

PDF file (See Sec. 3 Agency Profile and Staffing requirements)

- ✓ **Agency technical solvency report.** Show similar projects of similar scope, including relevant category experience.
- ✓ **Financial accounts** for the best of the last 3 (three) years in order to meet fiscal solvency criteria.
- ✓ **Professional profile and background of the designated staff.** Include a detailed description of the roles of the proposed team and their respective **detailed resumes in PDF** (Annex A).
 - **Project Director**
 - **Senior Consultant**

Bidders must clearly state in their offer if they use any of these options (joint ventures, subcontracting) to meet the requirements, providing documentation that legally demonstrates the extent and seriousness of the relationship.

Agencies not satisfying any of the stipulated solvency criteria, will be excluded from the tender.

DOCUMENT II. Technical Proposal (Program proposal)

PDF file (See Sec. 1 Agency Responsibilities and Sec. 8 Evaluation Criteria)

- ✓ **Technical proposal:** Detailed services proposal without any reference to the prices for developing and executing the requested services:
- ✓ The selected agency will be expected to:
- ✓
- ✓ -Provide a list of 5 Dutch restaurants with a sherry wines assortment (at least 5 sherries in their restaurant wine list) and potentially interested in participating in the Dutch final.
- ✓
- ✓ - Communicate with Dutch media (gastronomy and wine journalists, bloggers, vloggers, restaurants platforms like Entree, Vizier, etc. about the Dutch Copa Jerez national final 2022 through newsletters or mailings (minimum of 2) and its social media channels.twitter/Facebook/Instagram) as well as a final press release in order to inform about the winner (restaurant or chef/sommelier) of the Dutch Copa Jerez national final 2022.
- ✓
- ✓ - Inform Dutch restaurants, wine bars, hotel restaurants, etc. about the celebration of the Dutch Copa Jerez national final 2022, in order to achieve that a minimum of 10 candidates sign up, i.e. restaurants located in the Netherlands (restaurants outside the city of Amsterdam are more than welcome) that submit their 3 course -Sherry wine pairing menu- in order to qualify for the Dutch Copa Jerez national final 2022.
- ✓
- ✓ -Receive the menus of the restaurants willing to participate in the Dutch Copa Jerez national final 2022.
- ✓
- ✓ -Supervise that the restaurants' menus comply with the regulations of the Copa Jerez nationals, e.g. that the submitted wines proceed from bodegas of the CRDO JEREZ, and that the menus are fully documented (name of dish, ingredients, preparation, images, justification of the pairing, etc.). This information will be presented to the judges who will select a minimum of 3 and a maximum of 5 menus for the Dutch Copa Jerez national final 2022.
- ✓
- ✓ -The final selection of a maximum of 5 Dutch restaurants participating in the Dutch Copa Jerez national final 2022 will compete on a set date, preferably after October 2022 (depending on Covid-19 regulations, however, the final could also take place on different dates).
- ✓
- ✓ -A restaurant in the Netherlands shall be selected together with the Dutch Gilde van sommeliers NGS (preferably in a central place considering that judges and participants will have to travel) where the final can be held. The location must provide a fully equipped kitchen where the restaurants can cook their dishes and a separate room where judges can taste these menus (the judges must be able to discuss the menus without the presence of the participants or general public).
- ✓

- ✓ -Select a suitable date for the Dutch Copa Jerez national final 2022. The date must match the preferences of judges (including judges travelling from Spain) and candidates. The event must be held preferably before December 2022. The agency will communicate the chosen date well in advance (at least one month) to judges, participants and media.
- ✓
- ✓ -If due to Covid-19 or a pandemic regulations in the Netherlands the Dutch Copa Jerez national final 2022 cannot take place, the agency will coordinate an alternative solution (e.g. streaming the final online, begin 2023, etc.) for the selection of a Dutch winner, in compliance with the regulations of the national finals.
- ✓
- ✓ On top of these minimum requirements, the agency is also expected to maintain weekly direct contact (preferably online) with the Economic and Commercial Office of the Spanish Embassy, in order to assess the progress made and decide on action to be taken.
- ✓
- ✓
- ✓
- ✓ **JURY:** following the regulations of national finals the Dutch Jury panel will have a maximum of 5 judges.
- ✓ The president of the Dutch jury will be Mrs. Heleen Boom, president of NGS
- ✓
- ✓ The other 4 members of the jury shall be:
- ✓
- ✓ -member of the CRDO JEREZ of FEDEJEREZ
- ✓ -sommelier (preferably with strong acknowledge of Sherry wines)
- ✓ -chef
- ✓ -gastronomic journalist
- ✓
- ✓ Participating restaurants' staff are excluded.
- ✓
- ✓ The members of the jury will be selected in accordance with ICEX and the CRDO JEREZ.
- ✓
- ✓ The members of the jury will be expected to:
- ✓
- ✓ -Receive the 3-course menus submitted by the agency.
- ✓ -Select a minimum of 3 and a maximum of 5 restaurants that will attend the Dutch national final 2022.
- ✓ -The selection of the chosen finalists will be submitted to the agency.
- ✓ -Attend the Dutch national final 2022 and select one winner.
- ✓
- ✓ Each Dutch member of the jury (excluding the jury member of CRDO JEREZ) will receive a fee for their above mentioned activities.
- ✓ Agency will be invoiced by the members of the jury.
- ✓
- ✓ **PHOTOGRAPHER:** In compliance with the final rules, during the Dutch final, a picture must be taken of each course presented during the competition, including each pairing. The agency will supervise that the photographer will make pictures of all dishes.

- ✓ In order to facilitate this, a specialized photographer in gastronomy will be appointed well in advance. The agency should present a suitable photographer for the event, but the final choice will be made by ICEX.
- ✓ The agency will let the photographer know when and where the final will take place. During the final, the agency will see to it that the photographer has access to all dishes, with the pairing sherry. After the event, the agency will receive a digital map containing all pictures. The full digital map will be forwarded to ICEX and CRDO JEREZ.
- ✓ The photographer will invoice Agency.
- ✓
- ✓ WINES: In compliance with the final rules:
- ✓
- ✓ The teams must provide all the ingredients for the preparation of the dishes and the organization committee will provide them with 75cl bottles (or equivalent number of bottles if they are of less capacity) of each of the selected wines.
- ✓
- ✓ The wines during the Dutch final will be provided by the organization (CRDO JEREZ). If for any reason, some of the wines cannot be provided, the agency should allocate a budget in order to be able to buy the wines by the Dutch importers.
- ✓
- ✓ **TIME FRAME & TIME DEDICATED:** The agency is expected to carry out its services within the time frame specified in the contract to be signed by the agency and ICEX.
- ✓
- ✓ **LANGUAGE:** All communications relating to this call for bids and further contact with ICEX will take place in the English language.
- ✓
- ✓ Command of Spanish is not required but is valued.
- ✓

If the proposal submitted simply states that the agency can meet some or all of the requirements but does not provide information or detail on how they will do so, technical proposal will be assigned a score of 0.

ONLY in the economic offer will you provide information about the prices so it can only be viewed in ANNEX C. NO reference to it may be included in this Annex B.

DOCUMENT III. Economic Proposal

Excel File (complete Annex C)

- ✓ **Economic proposal (Agency service fee for work requested and proposed stated in euros).**
- ✓ Competitive bids for all services specified in section 4 of this briefing must be submitted for evaluation by ICEX.
- ✓ All commuting, travel and lodging costs must be included in the bid and cannot be billed separately
- ✓ ICEX will evaluate tenders based on the ratio among the total price offered by the Agency and the agency fees, for executing the requested campaigns in the markets considered;
- ✓ Proposals exceeding the **maximum available budget (24.800,00 EUR) will automatically be disqualified.**