



# **SPANISH OPEN DAYS, TASTE SPAIN AND SUMMIT**

## **AGENCY BRIEFING**

### **REQUEST FOR PROPOSALS MARCH 25, 2024**





ECONOMIC & COMMERCIAL OFFICE OF SPAIN

**BEIJING**

OPEN DAYS, TASTE SPAIN & SUMMIT 2024

REQUEST FOR PROPOSALS

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**ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX)**, represented by the Economic & Commercial Office of Spain in Beijing, invites communication agencies to submit their proposals for the definition, development and execution of **three Spain Food Nation Open Days 2024, one Spain Food Nation Taste Spain 2024 and one Spain Food Nation SUMMIT 2024.** **During the following years of possible contract renewal the agency should be able to organize up to six Spain Food Nation Open Days, three Spain Food Nation Taste Spain and one Spain Food Nation SUMMIT** (hereinafter, the Open Days, Taste Spain and SUMMIT) during each of the contract renewal years.

**ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX)** ([www.icex.es](http://www.icex.es)) is a Spanish public organization, established in 1982, whose main purpose it to promote the internationalization of the Spanish economy. ICEX depends on the Ministry of Economy, Commerce and Business ([www.mineco.gob.es](http://www.mineco.gob.es)), whose international economic policy it implements. However, ICEX does not make part of the State administration and has some extent of budgetary and operational autonomy.

For the fulfillment of its mission, ICEX counts on a network of professionals specialized in business internationalization. These professionals work at ICEX headquarters in Madrid, at the 30 Territorial and Provincial Trade Offices established at different Spanish cities, and at nearly 100 **Economic & Commercial Offices** located in Spanish embassies and consulates all over the world.

In the case of P.R. China, there are four Economic & Commercial Offices located in Beijing, Guangzhou, Shanghai, and Hong Kong. Each of these Offices oversees a certain region and works together with ICEX in the implementation of the programs of the latter.

## 1. PROJECT DESCRIPTION

- 1.1.** The Economic & Commercial Offices of Spain in China -under the umbrella of Foods and Wines from Spain and the Spain Food Nation global communication campaign- will organize up to **six Spanish Food & Wine Open Days per year**.

Our goal with these exclusive events is to continue to promote Spanish food, wine and other beverages by showcasing the finest Spanish products to the industry professionals, media and general public in China. Moreover, these events will support Spanish companies and importers of Spanish products in their task to expand their local distribution networks.

- 1.2.** The Economic & Commercial Offices of Spain in China -under the umbrella of Foods and Wines from Spain and the Spain Food Nation global communication campaign- will organize yearly up to **three Spanish Food & Wine Taste Spain per year**.

Our goal with this event is to promote Spanish food, wine and other beverages that do not have a presence in the Chinese market and offer Spanish companies the possibility to showcase their products to importers. Besides an image of quality and diversity in Spanish products should be conveyed to Chinese professionals.



- 1.3.** The Economic & Commercial Offices of Spain in China -under the umbrella of Foods and Wines from Spain and the Spain Food Nation global communication campaign- will organize yearly up to **one SpainFoodNation SUMMIT per year**.

This event aims at a select audience of high level representatives of the hospitality and retail sectors, importers, distributors and specialized press. It is an aspirational event that should enable a setting to showcase the diversity and quality of Spanish products, gather influential representatives to enable networking and also provide the adequate setting for the high-level Advisory Council to present its conclusions about the Spanish food and beverages in the Chinese market.

- 1.4.** During the first year of contract 2024, three Open Days, one Taste Spain and one SUMMIT will be organized in China.

## **2. DATES AND VENUES**

- 2.1. Open Days.** During 2024 three OpenDays will be organized: one in Changsha on the 20<sup>th</sup> of June, one in Chongqing on the 18<sup>th</sup> of June and one in Beijing on the 23<sup>rd</sup> of September (dates and venues to be confirmed).

In case there is an intention of renewal, the dates and venues will be communicated by the Economic & Commercial Office of Spain in Beijing before the moment of renewal. The six events will take place in TIER 1 and TIER 2 cities across China. The Economic & Commercial Offices of Spain in China will be responsible for renting a ballroom with capacity for the exhibitors and an annexed room where the press conference and parallel activities will take place. This room will also be available for any food & wine activity that could be proposed by the agency. All the rental expenses related to the event hotel facilities (main ballroom and annexed room) will be covered by the Economic & Commercial Offices of Spain in China.

- 2.2. Taste Spain.** During 2024 one Taste Spain will be organized in Beijing on the 23<sup>rd</sup> of September (date and venue to be confirmed).

In case there is an intention of renewal, the dates and venues will be communicated by the Economic & Commercial Office of Spain in Beijing before the moment of renewal. The three events will take place in TIER 1 or TIER 2 cities across China. These events may take place on the same date and venue as the corresponding Open Days. All the rental expenses related to the event facilities will be covered by the Economic & Commercial Offices of Spain in China.

- 2.3. SUMMIT.** During 2024 one SUMMIT will be organized in Beijing on the 23<sup>rd</sup> of September. In case there is an intention of renewal, the dates and venues will be communicated by the Economic & Commercial Office of Spain in Beijing before the moment of renewal. The event will take place in a TIER 1 or TIER 2 city across China. The event will take place on the same date and venue as the corresponding Open Day. All the rental expenses related to the event facilities will be covered by the Economic & Commercial Offices of Spain in China.

- 2.4.** As a summary, during 2024 this contract will require the organization of the following events:

**2.4.1.** One OpenDay in Chongqing on the 18<sup>th</sup> of June (date and venue to be confirmed)



- 2.4.2. One OpenDay in Changsha on the 20<sup>th</sup> of June (date and venue to be confirmed)
- 2.4.3. One OpenDay, Taste Spain and SUMMIT event in Beijing on the 23<sup>rd</sup> of September (date and venue to be confirmed)

### 3. EXHIBITORS PROFILE OF OPEN DAY AND TASTE SPAIN

#### 3.1. The proposal for Open Days is designed for a participation of up to 35 exhibitors:

- 3.1.1. **Spanish food and beverage producers:** those whose products are already accredited in the Chinese market and have a certain level of distribution.
- 3.1.2. **Spanish food and beverage institutions:** associations, interprofessionals, D.O./I.G.P, Autonomous Communities and institutions whose objective is to promote and expand the distribution of Spanish products.
- 3.1.3. **Chinese importers and distributors** of Spanish Food & Wine products.
- 3.1.4. **Food:** Only high-end food products will be admitted in the event, e.g. gourmet & delicatessen products, top quality and high value products, products with a denomination of origin, products with an ecological certificate, etc.
- 3.1.5. **Wine:** The exhibition or promotion of wine with an Ex works (EWX) price lower than 3€/l will not be permitted. The organizers reserve the right to ask the exhibitor for proof of such compliance and will remove from the exhibition those wines that do not reach the minimum price.

#### 3.2. The proposal for Taste Spain is designed for a participation of up to 10 exhibitors:

- 3.2.1. **Spanish food and beverage producers:** those whose products do not have a presence in the Chinese market are looking for importers.
- 3.2.2. **Food:** Only high-end food products will be admitted in the event, e.g. gourmet & delicatessen products, top quality and high value products, products with a denomination of origin, products with an ecological certificate, etc.
- 3.2.3. **Wine:** The exhibition or promotion of wine with an Ex works (EWX) price lower than 3€/l will not be permitted. The organizers reserve the right to ask the exhibitor for proof of such compliance and will remove from the exhibition those wines that do not reach the minimum price.

### 4. MAIN GOALS OF THE EVENTS

- 4.1. The Open Days mainly addressed to professional public, such as importers and distributors of Food & Beverages, professionals of HORECA sector and media. The main goals of the Open Days are:



- 4.1.1.** Provide opportunities for exhibitors to increase the presence of their products in the China market.
- 4.1.2.** Allow exhibitors to increase their contacts with local food and beverage importers and distributors.
- 4.1.3.** Increase awareness of Spanish products in the central China market, especially in Sichuan and Hubei.
- 4.1.4.** Promote the high quality of food and wines from Spain in central China.
- 4.1.5.** Strengthen relationships with media and improve their awareness of Spanish Food & Wines.
- 4.1.6.** The visitors will be delighted to try the products during the event, enlarge their knowledge of Spanish products and Spanish culture.

**4.2.** The Taste Spain mainly addressed to professional public, such as importers and distributors of Food & Beverages, professionals of HORECA sector and media. The main goals of the Taste Spain are:

- 4.2.1.** Provide opportunities for exhibitors to introduce their products in the China market
- 4.2.2.** Allow exhibitors to showcase the products that have not yet been introduced in the China market.
- 4.2.3.** Create awareness about the diversity and quality of Spanish Food & Beverages
- 4.2.4.** Create synergies between products and engage with key representatives of importers.

**4.3.** The SUMMIT mainly addresses high level representatives from Chinese food and beverage sector, such as importers, distributors, specialized media, HORECA professionals and Spanish companies and institutions that want to have contact with these representatives.

- 4.3.1.** Provide opportunities for companies to engage and increase business contacts
- 4.3.2.** Create community among high level professionals that work or are interested to work Spanish food and beverages in the Chinese market
- 4.3.3.** Increase the awareness about the Spanish Food and Beverages in China
- 4.3.4.** Provide the perfect spot for the high level Advisory Council to present their conclusions on key topics about the positioning of Spanish food and beverages in the China market



## 5. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

### The agency will be in charge of:

#### 5.1. OpenDay:

- 5.1.1. Designing, organizing and implementing the promotional activities program (seminars, shows, live performances etc.) and details.
- 5.1.2. Adapt, implement and produce all promotional material and on-site decoration with images and contexts provided by ICEX. This design will be applied to brochures, photocall, tables, and any other aspect to create an attractive and positive image of the Spanish foods and wines.
- 5.1.3. Construction and dismantling work of exhibition booths and backdrops.
- 5.1.4. Design the Public Relations Strategy and perform it: before, during and after the event.
- 5.1.5. Extend the event information and invitation to local importers, distributors, HORECA purchasing department managers, e-commerce dealers and representatives from relevant local trade associations in the area where the event takes place, **securing from 400 to 500 professional attendees for each of the Open Days.**
- 5.1.6. **Organize a Masterclass of Spanish Wine and its pairing with Spanish products.** These Masterclasses are expected to be a place of gathering for all the professionals related to the Spanish Food & Beverages. Besides it should attract new professionals into the Spanish Food and Wine Academy ecosystem and generate interest in the commercial activities by ICEX. There should be a minimum of 60 professionals per Masterclass. These Masterclasses should highlight the quality and diversity of Spanish wines. They will include a theoretical part in which the attendees will be educated about each of the wines and their producing winery and D.O., plus a practical part of guided tasting of the products. Besides they should include education about pairing with Spanish food, to make this combination a differential value of Spanish Food and Wine. Details on the content of the lecture should be provided by the Agency and how the pairing will be implemented. To execute this activity the agency must work in close collaboration with professionals of recognized prestige. Past FWS partnerships include personalities in the wine sector such as Pedro Ballesteros, Fongyee Walker, David Forer, or Lv Yang.
- 5.1.7. Organize a walking seminar where at least 5 tapas with iconic Spanish products will be elaborated and that can be tried by the invited professionals in the event.
- 5.1.8. Invite specialized media to the press conference and visit the showroom during the event: **secure 15-20 journalists of specialized and general press.**
- 5.1.9. The Agency is also expected to be able to handle the inscription payments established by ICEX of the Chinese companies in RMB and transfer the equivalent amount in euro according to the official exchange rate established by the European Central Bank the day the inscription period finishes to the account of ICEX in Spain. The account details will be provided by the Economic and Commercial Office in





Beijing. The transfer will be done within a maximum of 14 days after the inscription period finishes. If not completed it constitutes a breach of contract and the corresponding amount will be detracted from the fees to be paid to the agency.

## **5.2. TasteSpain:**

**5.2.1.** Designing, organizing and implementing the promotional activities program (seminars, shows, live performances etc.) and details for the new products that want to be introduced in the China market.

**5.2.2.** Handling, assistance and reception of samples of the expositors that introduce new products into the China market.

**5.2.3.** Adapt, implement and produce all promotional material and on-site decoration with images and contexts provided by ICEX. This design will be applied to brochures, photocall, tables, and any other aspect to create an attractive and positive image of the Spanish foods and wines.

**5.2.4.** Construction and dismantling work of exhibition booths and backdrops.

**5.2.5. Organize a Showcooking and guided tasting with the new products** of the exhibitors in order to generate interest in the new products. Depending on the product this activity should be executed by a Sommelier, a chef that is part of the Restaurants from Spain program or has a proven track record of Spanish cuisine, or a high level chinese chef that is knowledgeable in integrating new ingredients into the chinese cuisine.

**5.2.6.** Design the Public Relations Strategy and perform it: before, during and after the event.

**5.2.7.** Provide a list of at least ten contacts per exhibitor that will attend the TasteSpain and are interested in the newly introduced products.

**5.2.8.** Invite specialized media to the press conference and visit the showroom during the event: **secure 15-20 journalists of specialized and general press**. These journalists can be the same ones that attend the OpenDay.

## **5.3. SUMMIT:**

**5.3.1.** Designing, organizing and implementing a program that has a good balance of informative speeches, product and gastronomy showcase and tastings. It should be attractive to the target audience.

**5.3.2.** Secure at least 4 high-level speakers and provide the needed materials for the informative speeches, product and gastronomy showcase and tasting.

**5.3.3.** Provide photography and videography services, and coordinate the media public relations.

**5.3.4.** Manage and contract all the necessary services for the adequate staging of an image event.





- 5.3.5.** Have a technician that secures the adequate functioning of all the sound, microphones and presentation display during the event.
- 5.3.6.** Provide a translation cabin, professional Spanish-Chinese simultaneous translation services and simultaneous translation equipment.
- 5.3.7.** Invite specialized media to the SUMMIT event: **secure 15-20 journalists of specialized and general press.**
- 5.3.8.** Coordinate media coverage of the event and provide relevant metrics and KPIs about the outreach of the event.
- 5.3.9.** Extend the event information and invitation to high level representatives, at least purchasing managers of importers and distributors, HORECA purchasing department managers, e-commerce dealers and directors of relevant local trade associations in the area where the event takes place, **securing 100 professional attendees for the SUMMIT.** Before the formal invitation a list of potential invited professionals will be send to the Economic and Commercial Offices of Spain in China, so that they can adequately select relevant contacts for the event.
- 5.3.10.** Provide a timeslot of one hour in event so that the high-level Advisory Council can present its conclusions on the discussed topics about positioning and promotion of Spanish Food & Beverages in China. The event program will be decided by the Economic and Commercial Offices of Spain in China.
- 5.3.11.** Coordinate a networking opportunity, including the organization of the adequate catering setting. The catering will be contracted directly by the Economic and Commercial Offices of Spain in China.
- 5.4.** Bids that do not include all the activities / tasks requested in the briefing will be automatically excluded.

## **6. SPECIFICS OF THE PROPOSAL**

### **6.1. Promotional Materials and on-site decoration of the OpenDay and Taste Spain**

#### **6.1.1. Materials:**

- Online catalogs with all information of ICEX, exhibitors and their products for each of the events, accessible via QR code.
- Spain Food Nation photocall at the entrance of the event ballroom. The Spain Food Nation designs will be provided by ICEX and prepared and produced by the Agency.
- Spain Food Nation Roll-ups, name tags and other materials.
- Main Backdrop or backdrops, as well as a backdrop behind the stage with a big LED screen or a projector with enough lumen.



- For the 35 exhibitors of the OpenDay and 10 exhibitors of Taste Spain, each one will have an individual stand with a long desk to put their products and brochures. In case of beverage suppliers, ice bucket, spittoon, bottle opener and wine glasses will be provided. For food suppliers, bread and plates will be provided. A SpainFoodNation promotional kit with useful merchandise for the event, will be provided for each exhibitor.
  - A distinctive and separate area will be decorated for the Taste Spain exhibitors, so that importers can easily distinguish exhibited expositors that need an importer for the China market.
  - Other materials that may impress the visitors (table runners, stickers, flags, etc.).
  - Each exhibitor should have a unified design with the same size table and decoration.
- 6.1.2.** The logo, images, photos, as well as other information of exhibitors and their products that will be used in the brochures, flyer and registration web will be provided by ICEX and prepared and printed by The Agency.
- 6.1.3.** All designs and documents should be reviewed by ICEX before printing.
- 6.1.4.** The Agency will be in charge of covering and communicating with the hotels for the use of stage, sound and lighting equipment, computer and projector, long desk for products exhibition, chairs for opening speech, ice bucket, spittoon and wine glasses and cleaning service, etc.
- 6.1.5.** Snack food, biscuits, bread and others will be prepared by the Agency.
- 6.1.6.** The agency will include other activities such as live performances, tapas corners or Spanish ham cutting during the events.

## **6.2. Promotional Materials and on-site decoration of the SUMMIT**

### **6.2.1. Materials:**

- Online catalogs with all information of ICEX, the event programs and participants accessible via QR code.
- Spain Food Nation SUMMIT photocall at the entrance of the event ballroom. The Spain Food Nation designs will be provided by ICEX and prepared and produced by the Agency.
- Spain Food Nation Roll-ups, name tags and other materials.
- Main Backdrop or backdrops, as well as a backdrop behind the stage with a big LED screen or a projector with enough lumen.
- The materials necessary for the guided tastings of the event for an estimated audience of 150 persons.



- The materials necessary for the adequate staging of the event, including for example seats for the roundtable presentation.
  - Other materials that may impress the visitors (table decoration, stickers, flags, etc.).
  - A VIP gift box and Spain Food Nation promotional materials for the estimated 150 VIP guests
- 6.2.2.** The logo, images, photos, that will be used in the brochures and registration web will be provided by ICEX and prepared and printed by the Agency.
- 6.2.3.** All designs and documents should be reviewed by ICEX before printing and promotional materials should be of high quality.
- 6.2.4.** The Agency will be in charge of covering and communicating with the hotels for the use of stage, sound and lighting equipment, computer and projector, long desk for products exhibition, chairs for the event, ice bucket, spittoon and wine glasses and cleaning service, etc.

### **6.3. Public Relations Strategy:**

- 6.3.1.** The Agency can extend the event announcement through diverse ways like its own web site and social media tools or their partners.
- 6.3.2.** The announcement can be launched to the public for maximum diffusion, but all final guests should be food, wines and beverage related professionals.
- 6.3.3.** Invitation platform for registration will be constructed by the agency for each of the events (e.g. Wechat page) with promotional material provided by ICEX.
- 6.3.4.** Registration platforms should contain date and venue basic information of event, registration period, and require information such as the company name, company activity, visitor, title, telephone, mobile number and interested product of registrants.
- 6.3.5.** The Agency will be in charge of securing from 400 to 500 professional visitors to each of the OpenDays, an attendance of at least 10 interested buyers per exhibitor in the Taste Spain and an attendance of 100 high level contacts in the SUMMIT.
- 6.3.6.** The Agency will propose and prepare promotional content and publications promoting the Open Days to be published in the Foods & Wines from Spain website, Official Weibo account in China and Official WeChat account in China, as well as in the [www.foodswinesfromspain.cn](http://www.foodswinesfromspain.cn) and [www.foodswinesfromspain.com](http://www.foodswinesfromspain.com) website, both in Chinese and English. During the events relevant FWS China account info will be visible in order to increase awareness and followers.
- 6.3.7.** The Agency will also implement a communication strategy to disseminate the relevant messages of the SUMMIT and provide relevant KPIs that must be achieved to ensure an adequate outreach. Information about the FWS China Social Media will be disseminated during the publications.



**6.3.8.** Spain Food Nation designs, logos, images, photos, as well as other information of exhibitors and their products for brochure, flyer and registration web will be provided by ICEX and prepared and printed by the Agency. All documents should be reviewed by ICEX before printing.

#### **6.4. Follow up of invitation**

**6.4.1.** All visitors should be professional in food and beverages sector.

**6.4.2.** Personal contact and company profile will be required when sign up.

**6.4.3.** The Agency will follow up with RSVPs.

**6.4.4.** The Agency will keep a periodical update of the guest list every week since the launch of event announcement.

**6.4.5.** The guest list should contain: Company name, company activity, visitor, title, telephone, mobile number, Wechat contact, E-mail, product of interest and other information.

**6.4.6.** Final guest lists should be selected by the Agency and reviewed by ICEX before the event.

**6.4.7.** The agency should confirm all registrants' attendance the day before the event.

#### **6.5. Event rundown**

##### **Estimated timetable for an OpenDay and Taste Spain event:**

11:00 – 12:30 Food & Wine Masterclass

12:00 - 13:00 Exclusive lunch/cocktail with media & VIPs

12:30 Registration of Guests

13:00 - 13:10 Spanish Open Day and Taste Spain Ceremony

13:45 - 16:30 Additional activities such as the Taste Spain showcooking and guided tasting

16:00 – 17:00 Cocktail for importers in the Taste Spain space

16:00 - 18:00 Open-session to consumers and live performances

Lunch/cocktail staging will be coordinated by the Agency within the same hotel. The menu will be provided by ICEX. The Agency shall secure the attendance of 15-20 journalists of specialized and general press to the reception. The cost of the lunch will be covered by ICEX.

##### **Estimated program of a SUMMIT event:**



8:30 Registration and reception of VIP guests

9:00-9:30 Institutional welcoming remarks

9:30-11:15 Presentations of the Spanish Food & Beverage sector and product tastings

11:15 -11:30 Coffee break

11:30-12:30 Advisory Council Conclusions

12:30 Networking cocktail and lunch

**6.5.1.** A professional and responsible supporting team, composed of an appropriate number of members, will be ensured by the Agency to contribute with the on-site control and assistance to the exhibitors.

**6.5.2.** At least one photographer and videographer will be provided by the Agency.

## **6.6. Post-event deliverables**

**6.6.1.** During the event: the Agency will make available to ICEX in real time photos and videos of the events.

**6.6.2.** Within two weeks after the events, the Agency will provide the following post-event deliverables:

**6.6.2.1.** A press release will be elaborated and circulated to provincial media.

**6.6.2.2.** Press clipping of the event.

**6.6.2.3.** Audio-visual and graphic material.

**6.6.2.4.** A final report in English or Spanish describing all the activities undertaken during each of the event, along with an evaluation of results, recommendations for the future, and summary of media coverage.

**6.6.2.5.** Final attendants' database which includes company name, contact person, title, phone number, Wechat contact, E-mail, etc.

## **7. BUDGET**



**7.1. Maximum Budget (all tax excluded):** the maximum budget for the execution of the project in 2024 will be **160,000€ (one hundred sixty thousand euros)**. For each of the years of contract extensions, the maximum budget for the execution of the project will be **290,500€ (two hundred ninety thousand five hundred euros)**. Bids will be made in euros **excluding taxes**.

However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any.

**7.2. Estimated contract value:** The estimated total contract value of this project, i.e., the value of the first contract and its possible extensions is **741.000€, excluding taxes**.

**7.3. Budget allocation:** the budget being allocated to engaging the services of the Agency should be broken down so that the cost of executing each event can be distinguished, according to the following table:

	Maximum unitary cost per event in EUROS (VAT included)	Maximum number of events to be celebrated in 2024	Maximum number of events to be celebrated in 2025	Maximum number of events to be celebrated in 2026
OpenDay	33.500,00 €	3	6	6
SUMMIT	35.000,00 €	1	1	1
Taste Spain	15.000,00 €	1	3	3

Additionally other agency services, such as transportation and storage of promotional materials reporting and public relations strategy, should have a maximum cost per year of 9.500€.

Should any of the planned activities not be carried out, the budget allocated to the respective activity/ies will be deducted from the overall budget.

## 8. PAYMENTS AND INVOICES

**8.1. Contract Amount.** Only the activities, budgets and procedures included in the Contract will be binding for the Parties. No expense on behalf of ICEX can be incurred by the Agency before the date of signature of the corresponding contract and prior approval of ICEX, as represented by the Economic & Commercial Office of Spain in Beijing.

**8.2. Payment currency.** Payments to the Agency will be made in the currency of the Contract, which is the **EUR (Euro)**. Any currency exchange costs will be borne by the Agency.

**8.3. Payments to offshore accounts.** Payments to bank accounts of the Agency located offshore from mainland China will be subject to compliance with the domestic currency exchange legislation. Any international bank transfer fees or costs will be borne by the Agency.

**8.4. Payment schedule.** ICEX will ensure that payment is made at the end of each month upon presentation of the invoices for the expenses incurred in that month.

**8.4.1. Invoice details.** All the invoices addressed to ICEX, whether agency service invoices or media placement invoices, must be billed as follows:

ICEX España Exportación e Inversiones, E.P.E.





VAT Number: Q2891001F  
c/o Economic & Commercial Office of Spain in Beijing  
Spain Building, 6<sup>th</sup> floor- Gongtinanlu A1-B, Chaoyang District, Beijing 100020  
Tel: +86 10 5879 9733  
E-mail: [pekin@comercio.mineco.es](mailto:pekin@comercio.mineco.es)

## 9. DEADLINE FOR THE WORK

- Final guest list will be provided by the Agency five days before each of the events.
- All printed and construction materials should be done at least one week before each of the events.
- The on-site construction and decoration should be finished one day before each of the events.
- All the post-event deliverables will be collected and provided by the Agency within two weeks after the last of the events.

## 10. AGENCY PROFILE AND REQUIRED TEAM

Agency must have a strong and proven track record in marketing and promotion of the agrifood sector in the Chinese market. The technical solvency of the Agency shall be demonstrated by submitting similar promotional activities carried out during the past three years in China.

All competing Agencies will be required to provide a solvency report including financial accounts for the last three years. The minimum average turnover requirement is an amount of 532,000.00 RMB, on the best of the past three years.

All competing agencies submitting a proposal should be aware that ICEX Legal Services will review the documentation submitted by each agency to ensure that they comply with the requirements of this campaign briefing. It is expected that the key team members assigned to this project remain as part of the team for the duration of the contract. Any changes of key personnel could affect its potential renewal.

The role of each team member assigned to this campaign shall be specified in the tender. In addition their curriculum vitae must be included in the proposal. The agency must designate a primary contact person that is informed of all aspects of the campaign, including administrative matters, and has direct continuous communication with ICEX, represented by the Economic and Commercial Office.

A minimum of 3 staff members assigned to this project is expected.

The Project Manager should have five (5) years' accredited experience in charge of projects of a similar nature and must be able to communicate fluently in Spanish or English.





Two other staff members should have at least three (3) years of accredited experience in charge of projects of similar nature.

The agency team will regularly hold meetings with the team of the Economic and Commercial Office in Beijing to monitor the development of the campaign. These meetings can be held via videoconference.

The agency will notify the Economic and Commercial Office of any changes to the team that may have an impact on the development of the campaign. Any member leaving the team will have to be replaced with a person that meets the requirements of this briefing.

The agency should have the capacity to organize and undertake events and actions in mainland China.

The agency should have a team available for planning, course management, logistics and public relations. At least one person on the team should be able to communicate in Chinese to ensure appropriate communications with stakeholders.

## 11. CONTENTS OF PROPOSALS

**11.1. Proposal content.** The competing agencies are expected to present a proposal that includes **three (3) separate documents (Administrative Requirements; Technical Proposal, and Financial Proposal)**, as detailed below. Proposals that miss any of the said documents will be considered incomplete and excluded.

**11.2. Document 1: Administrative Requirements of the Agency (PDF file).** All competing agencies must present an electronic file in PDF format, comprising the following documents:

- **Acceptance letter.** All competing agencies are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and condition stipulated in the present briefing.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last 3 years in China, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work was undertaken. A minimum **experience of three years** in the organization of similar events on food and wine sectors in Chengdu, Wuhan or Beijing is required.
- **Financial Solvency.** All competing agencies will be required to provide a set of accounts for the last three years. In order for Agencies to take part in this tender they must had a turnover of more than 532,000.00 RMB in the best of the last three years.

**Document 2: Technical Proposal of the Agency (PDF file).** The technical proposal should not make any reference to price. The technical proposal may not exceed, in total, **forty (40) pages**. All competing agencies must present a detailed work proposal, that includes:



**11.2.1. Local presence and knowledge of the area and sector.** The Agency shall detail in its proposal the team of employees and consultants assigned to this contract (**hereinafter, the Team**), specifying **the professional qualifications, languages spoken and previous projects of Team members**, as well as a **description of the roles and tasks they will perform**, so as to ensure that the Team is sufficient and capable of carrying out the necessary tasks in the events, meeting the requirements specified in section 10 of this briefing.

In case there is active cooperation with local agencies to increase the quality of the contacts, the name of the partnership will be provided with written documentation.

**11.2.2. Promotional materials and onsite decoration.** Detailed creativity and designs adequate to the target of the event of the printing materials and decoration specified in the proposal. A preview is to be provided.

**11.2.3. Public relations strategy and follow up invitations.** The Agency shall ensure the attendance of 400-500 professional visitors to each of the OpenDays, 60 interested buyers to the Food & Wines Masterclass, an attendance of at least 10 interested buyers per exhibitor in the Taste Spain and an attendance of 100 high level contacts in the SUMMIT. These contacts should be from the Food & Beverage industry: food distributors, importers, supermarkets and distribution chains, purchasing managers of hotel and restaurant chains, media outlets, etc. The Agency shall detail in its proposal the measures to be taken and resources to be assigned in order to ensure a successful and an adequate attendance level for each of the events.

**11.2.4. Promotional activities.** The Agency is required to propose promotional activities to be carried out during the events, in order to promote the values of Spanish gastronomy and culture among the visitors and provide added value to the exhibitors. The Agency shall include creative, innovative and adequate promotional activities in its proposal.

**11.2.5. A logical timeline of action.** The Agency should describe a logical timeline of action of how the events will be planned, public relation strategy put in place and promotional materials and decorations managed. This action plan will also describe when the Office will be informed for validation.

**11.3. Document 3: Financial proposal of the Agency (MS Excel file).** All competing agencies must present a financial proposal, including a detailed budget for the project and its breakdown for each area of activity.

**11.3.1. Taxes.** ICEX will evaluate the Financial Proposal based on the offered prices, excluding taxes. Therefore, the proposals should include a breakdown with the price offered, where taxes are clearly separated.

**11.3.2. Currency.** The proposal will be drafted in **EUR (Euro)**.

## **12. SUBMISSION OF PROPOSALS**



- 12.1. Invitation to tender.** ICEX, represented by the Economic & Commercial Office of Spain in Beijing, will send this briefing to different advertising and communication agencies. The briefing will also be published on the website of the Economic & Commercial Office of Spain in Beijing
- 12.2. Submission of proposals.** The agencies wishing to participate in the tender must send the documentation listed below, exclusively in digital format (PDF), **ONLY** to the e-mail [tenders@icex.es](mailto:tenders@icex.es) before **April 26<sup>th</sup>, 2024 at 09:00 Madrid time**. Proposals not submitted within the deadline will be automatically excluded.
- 12.2.1. Electronic files.** All files should be in digital (PDF and MS Excel) format only. Neither e-mails nor individual files sent as attachment should exceed 4MB in size. Should files be larger, the competing agencies should use a file transfer service, which they have previously verified (e.g. WeTransfer, Dropbox, or other).
- 12.2.2. Expenditures.** Please note that any expenditure incurred by competing agencies in the preparation of the proposals, presentations and quotes will be at the expense of the said agencies. Submission of the offer will not generate any fees or reimbursement of any type of expenses from ICEX.
- 12.2.3. Language.** The proposal will be drafted and presented in English or Spanish. Documentation in Chinese (Mandarin) or any other language shall be translated into English or Spanish by the Agency as appropriate.
- 12.2.4. Acceptance of terms.** Submission of a proposal and participation in this tender implies the express acceptance by the competing agencies of all the clauses contained in this brief.
- 12.3. Amendment of proposals.** Once competing agencies have submitted their proposals, ICEX will not accept the submission of any amendments, additions or corrections, unless the latter result from a clarification requested by ICEX.
- 12.4. Clarification of proposals.** Competing agencies meeting the administrative requirements of the present brief may be invited by ICEX to clarify specific aspects of their technical or financial proposals, which will be done in written.
- 12.5. Compliance of proposals.** All competing agencies submitting a proposal should be aware that the Legal Services of ICEX will review the documentation submitted by each agency, to ensure compliance with every requirement set in this brief. Non-compliance with any of the requirements established in the present brief will result in the automatic disqualification of the agency concerned.
- 12.6. Assessment of proposals.** The document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing agency has been verified to comply with every requirement set in this brief, will the document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, the document 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.
- 12.7. Selection of agency.** A decision will be made as soon as possible from the published proposal due date. The decision will notified via e-mail to all competing agencies, in order to enable the selected agency to begin work promptly.



**12.8. Contact persons.** Questions related to this briefing might be addressed in written form until **April 22nd, 2024 at 09:00 Madrid time** only through the e-mail [tenders@icex.es](mailto:tenders@icex.es). In the interest of fairness, any questions by competing agencies, as well as the corresponding answers by ICEX, might be shared with all other agencies.

### 13. EVALUATION CRITERIA

**13.1. Evaluation criteria.** All proposals will be evaluated and compared on equal terms using the following criteria and weighting:

TABLE 2. EVALUATION CRITERIA	
Evaluation Criteria	Scores (Max.)
<b>I. Price competitiveness of the tender</b>	<b>30</b>
<p>The agency with the lowest budget will receive the highest score of the item, and the rest will obtain the proportional score.</p> <p>Most economical offer = maximum score. Rest of the offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) X maximum score per criteria.</p> <ul style="list-style-type: none"> <li>Financial Proposals that exceed the maximum available contract budget will not be considered.</li> </ul>	
<b>II. Technical Proposal</b>	<b>70</b>
<ul style="list-style-type: none"> <li>ICEX will assess the quality of the proposed plan and the extent to which it satisfies most efficiently the objectives of the events, assigning points to each of the components of the Technical Proposal, as described below.</li> <li><b>Technical Proposals that do not receive at least 30 points in sections II.a to II.c will be automatically excluded.</b></li> </ul>	
<p>II.a. Promotional materials and onsite decoration. Level of detail of the preview, creativity, design and adequacy to the target of the event of the printing materials and decoration specified in the proposal. 20 points.</p>	20
<p>II.b. Public relations strategy. Level of detail in the proposal of the measures to be taken and resources to be assigned in order to ensure the attendance of professional visitors from the food and beverage sector to each of the events. 30 points.</p>	30
<p>II.c. Promotional activities. Level of detail, creativity, innovation and adequacy to the target of the event of the Spanish food and beverage promotional activities specified in the proposal to be carried out during the event. 10 points</p>	15
<p>II.d. A logical timeline of action describing how the project will be executed and also when the Office will be informed for validation of the steps to successfully complete the events.</p>	5



<b>TOTAL</b>	<b>100</b>
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- 13.2.** Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous.
- 13.3.** Bids will be considered disproportionate or anomalous when:
- The financial proposal is 20% below the maximum budget, in case there are fewer than three bidders.
  - The financial proposal is 10% under the arithmetic mean of the bids submitted, in case there are three or more bidders. Notwithstanding, the most expensive bid will be excluded, when calculating the arithmetic mean.
- 13.4.** Whenever a bid is considered disproportionate or anomalous, the interested party will be requested to justify their proposal, its terms and conditions, within the 72 hours following its notification. Having received the plea or the aforesaid time limit having expired, the OFECOMES will decide, upon technical advice if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.
- 13.5. Tiebreaker Criteria.** In the event of a tie in the score obtained by two or more bidders, it will be resolved by applying the social criteria stated below, in order and referred to at the end of the deadline for submission of proposals. The supporting documentation for the tiebreaker criteria referred to in this clause will be provided by the bidders at the time the tie occurs, and not previously.
- Higher percentage of workers with disabilities or in a situation of social exclusion in the workforce of each of the companies, giving priority in case of equality, to the largest number of permanent workers with disabilities in the workforce, or the largest number of workers in inclusion in the workforce.
  - Lower percentage of temporary contracts in the workforce of each of the companies.
  - Higher percentage of women employed in the workforce of each of the companies.
  - The draw, if the application of the above criteria had not resulted in a tiebreaker.

## **14. PROCUREMENT BOARD**

- 14.1.** Appointed members of the Procurement Board for purposes of this tender will be:



<b>President</b>	<b>María Naranjo</b>	<b>Head of Agrifood Industry. ICEX Headquarters</b>
<b>Substitute</b>	<b>Salomé Martínez</b>	<b>Deputy Director of Agrifood Industry. ICEX Headquarters</b>
<b>Member</b>	<b>Laura Velasco</b>	<b>Head of Department of Gastronomy and Digital Strategy. ICEX Headquarters</b>
<b>Substitute</b>	<b>Lucía Vime</b>	<b>Head of Sector in Department of Gastronomy and Digital Strategy. ICEX Headquarters</b>
<b>Member</b>	<b>Ana Rodríguez</b>	<b>Head of Sector in Department of Gastronomy and Digital Strategy. ICEX Headquarters</b>
<b>Substitute</b>	<b>Gabriel Sánchez</b>	<b>Head of Sector of Food and Drink. ICEX Headquarters</b>
<b>Member</b>	<b>Lidia Escribano</b>	<b>Head of Department of Food and Drink. ICEX Headquarters</b>
<b>Substitute</b>	<b>Lidia Martínez</b>	<b>Head of Sector of Food and Drink. ICEX Headquarters</b>
<b>Secretary</b>	<b>Pedro Patiño</b>	<b>Deputy Director of Procurement. ICEX Headquarters</b>
<b>Substitute</b>	<b>Isabel Arias</b>	<b>Member of the Procurement Department. ICEX Headquarters</b>

## 15. OBLIGATIONS

**15.1. Technical Quality.** 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. In particular, the Agency shall be responsible for:

- Ensuring that both the development and the result of the services and work which 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.

**15.2. Copyright and information rights.** The intellectual or industrial property rights for all works created by the Agency, as well as all the information gathered by the latter on behalf of ICEX in connection with this contract shall belong to ICEX, at no extra cost, upon payment of all relevant consultancy fees and expenditure herein agreed. This includes the right to use, reproduce, modify, distribute publicly and via online media. Said rights will be on a global basis and throughout the maximum period of copyright protection, for all the file types, in any format or language, and with all the effects determined by the law.





**15.2.1.** All materials produced are the property of ICEX, including any intellectual property, printed materials, photography, website, videos and other offline and online publications.

**15.2.2.** The Agency will ensure that all vector files of materials produced, in any medium or format, are delivered to ICEX. This includes all original and edited photography, video, and social media files, which the Agency guarantees have been produced for ICEX and are not owned by third parties.

**15.2.3.** The Agency shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as the 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.

**15.3. Confidentiality.** The Agency is obliged to maintain professional confidentiality with regard to the information and documentation provided by ICEX for the performance of the services. This obligation shall remain in force both during and after the end of the activities to which the contract related, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status. 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.

**15.3.1.** 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.

**15.3.2.** 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.

**15.3.3.** 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.

## **16. EXTENSION OF THE AGREEMENT**

**16.1. Extension.** ICEX hereby reserves the right to renew yearly the Agreement with the Awardee for 2 additional times after the year the initial Agreement was effected without convening a new tender, if both contracting parties agree in the contractual provisions. The general terms and conditions of the Bidding Specifications governing this Tender shall apply to the extension.

If the staff assigned to execute the contract varies in more than 20% throughout the term of the contract and its possible extensions, it may not be not extended.

## **17. CANCELLATIONS**





**17.1. Termination.** ICEX reserves the right to unilaterally terminate the contract if the services are not performed by the Agency in accordance with the instructions received from the client, 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 of the above is without prejudice to any claims for damages that might arise.

**17.2. Cancellation, postponement or modifications of actions.**

**17.2.1. Cancellation.** In the event of cancellation of an event, 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 cancellation by ICEX. To be reimbursed, the Agency must submit all documentary invoices of the expenses incurred up to that date.

**17.2.2. Postponement.** In the event that the said action is postponed due to sanitary conditions and the subsequent National, Provincial or Local restrictions in place, the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible, in order to postpone the events to the nearest possible date. More precisely, a formal or informal governmental provision applicable to the city of celebration of the event that limits the number of expected visitors to half of the required, constitute grounds for postponement of the events. Additionally, the placement of cumbersome sanitary requirements to visitors and exhibitors (quarantines, sanitary tests, etc.), that could limit the attendance to the events, constitute grounds for their postponement.

**17.2.3. Modifications.** In the event that the sanitary or travel restrictions in place limit or impede the celebration of one of the events at a suitable date the parties will try to reach an agreement in good faith to modify the host city or cities of the events to another tier 1 or 2 city in China where sanitary or travel restrictions are more lenient and enable the celebration of the event/s.

**17.3. Disputes.** 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.

**18. CLIENT ORGANIZATIONS**

**18.1. ICEX España Exportación e Inversiones, E.P.E.** ICEX is a public business entity dependent of the Ministry of Economy, Commerce and Business of Spain. It is represented in China by the Economic & Commercial Offices of Spain in Beijing, Guangzhou, Hong Kong, and Shanghai. The mission of ICEX is to promote Spanish exports, support the international expansion of Spanish companies, and promote foreign investment in Spain. ICEX is responsible for the international promotion of Spanish food, beverages and gastronomy ([www.foodswinesfromspain.com](http://www.foodswinesfromspain.com)).

**18.2. The Economic & Commercial Office of Spain in Beijing.** The Economic & Commercial Office of Spain in Beijing is a diplomatic service, integrated in the Embassy of Spain in China. The Office is responsible for promoting trade and investment between Spain and



China, except the municipality of Shanghai and the provinces of Jiangsu, Zhejiang, Anhui, Jiangxi, Guangdong, Fujian, Guizhou, Yunnan, Hainan, Hunan, Guangxi . It is also tasked for the promotion of Spanish food, beverages, and gastronomy in China in the framework of this Project.

**18.3. European Regional Development Fund (ERDF).** This project can be subject to financing of the European Union through the European Regional Development Fund. 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<sup>1</sup>, and, in particular, the following:

**18.3.1.** 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.

**18.3.2.** 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”.

**ICEX Board of Directors  
By Delegation (Resolution of 30 September 2021 BOE  
[Official State Gazette] of 11 October 2021**

**Alfonso Noriega Gómez  
Chief Economic and Commercial Counsellor  
Economic and Commercial Office of Spain in Beijing**

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<sup>1</sup> Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006.  
<http://data.europa.eu/eli/reg/2013/1303/2020-12-29>

