

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.  
SPANISH ECONOMIC & COMMERCIAL OFFICE IN BERN  
Länggassstrasse 31  
CH-3012 Berna,  
E-mail: [tenders@icex.es](mailto:tenders@icex.es)

Date: 8 April 2025

**REQUEST FOR PROPOSALS**

Submission: [tenders@icex.es](mailto:tenders@icex.es)  
Closing: 5th of Mai 2025  
09:00am CET

Who is contracting	ICEX España Exportación e Inversiones, E.P.E. (ICEX), represented by the Spanish Economic & Commercial Office in Bern
Contract number	X011-01-2025
Proposal's request	Eat Spain Drink Spain Switzerland
Timings, dates and number of potential renewals	From date of signature until 30 <sup>th</sup> September 2025 with up to three extensions / renewals
Max. budget for contract excluding renewals	<b>59.000 CHF</b> (fifty-nine thousand Swiss francs), <b>excluding taxes</b>
Contract value including renewals	<b>247.800 CHF</b> (two hundred and forty-seven thousand, eight hundred Swiss francs), Total term + extensions + modifications, <b>excluding taxes</b>
Qualifying prerequisites	<ul style="list-style-type: none"> <li>- <b>Financial solvency:</b> financial accounts for the best of the last three years and minimum of 88.500 CHF</li> <li>- <b>Technical solvency:</b> proven track record in communications and event marketing in the domain of food and beverages scope of this Tender during the past three years in Switzerland.</li> <li>- <b>Team requirements:</b> a minimum of three staff members with a designated primary contact person</li> </ul>
Points to be assigned based on evaluation of proposals	Price (max. 30 points), Technical (max. 70 points)
Documents to be submitted separately, which together are the proposal	<p>- <b>The proposal:</b> Consists of <b>three separate submissions</b> that together represent the proposal. Each individual submission needs to be emailed to the following address only: <a href="mailto:tenders@icex.es">tenders@icex.es</a> by 05/05/2025 09:00am CET. All files should not exceed 4MB in size if sent as attachments. For larger files please use a file transfer service.</p> <p>- <b>The three submissions:</b></p> <ol style="list-style-type: none"> <li>1. Documentation demonstrating qualifying prerequisites, and administrative requisites.</li> <li>2. Technical offer (the work proposal / scope of work)</li> <li>3. Financial offer (price)</li> </ol>
Contact for questions	Only written questions by email before 24/04/2025 09:00am CET to <a href="mailto:tenders@icex.es">tenders@icex.es</a>

**ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX)**, represented by the Economic & Commercial Office of Spain in Bern (**hereinafter, Office Bern**), invites companies to submit their proposals for the **EAT SPAIN DRINK SPAIN (hereinafter, ESDS)** campaign.

ICEX ([www.icex.es](http://www.icex.es)) is a Spanish public organisation, established in 1982, whose main purpose is to promote the internationalisation of the Spanish economy. ICEX is part of the Ministry of Economy, Commerce and Business of the Government of Spain ([www.mineco.gob.es](http://www.mineco.gob.es)), whose international economic policy it implements. However, ICEX is not part of the State administration and has a degree of budgetary and operational autonomy. For the fulfilment of its mission, ICEX has a network of professionals specialised in foreign trade. These professionals work at the ICEX headquarters in Madrid, at the 30 Territorial and Provincial Trade Offices located in different Spanish cities, and at nearly 100 Economic & Commercial Offices located in Spanish embassies and consulates around the world.

## 1. PROJECT DESCRIPTION

### BACKGROUND

The Eat Spain Drink Spain (ESDS) campaign is an initiative originally conceived to promote Spanish wines and food products to consumers in restaurants and stores and has been carried out for several years in markets as different as the UK or Singapore to give some examples, so the activities of this program have been carried out always adapting to the markets.

In 2025, the ESDS campaign will take place in 15 countries worldwide, benefiting from a unified brand image and advertising campaigns provided by Foods & Wines from Spain to support participating venues.

### CAMPAIGN OBJECTIVES

- 1.1.** To build and consolidate the image of Spanish food, wines and gastronomy amongst consumers, raising awareness and encouraging the choice of Spanish food and wines over those from other countries, thus increasing listings of Spanish products both in retail and hospitality businesses.
- 1.2.** To recruit establishments to run promotions in Switzerland in 2025, between the 4<sup>th</sup> and 23<sup>rd</sup> of August, in which restaurants, independent wine merchants, delicatessen shops and supermarkets can propose and carry out activities they consider most appropriate for their business, such as: special offers, tastings, discounts, merchandising, product packages, special menus, etc. Under the campaign slogan "Eat Spain Drink Spain", these promotions will raise awareness of the quality of the wines and gastronomic specialties of Spain and, consequently, increase customer loyalty for Spanish products and increase sales for campaign partners.
- 1.3.** To design a promotional campaign communicating the diversity, breadth and depth of Spanish beverages, food and gastronomy, to ensure wide coverage of the campaign and foster its appeal for campaign partners to consolidate "Eat Spain Drink Spain" as the campaign to promote Spanish food, beverages and gastronomy in Switzerland.

## MANOR AS A PARTNER IN THE ESDS CAMPAIGN. SWITZERLAND 2025

The Spanish Economic and Commercial Office in Bern has signed a contract with the MANOR supermarket and restaurant chain for the launch of a campaign on Spanish food and beverages that will include the presence of the ESDS slogan and a QR that will lead to the landing page of the ESDS Switzerland 2025 campaign. The campaign will run from the 4<sup>th</sup> to the 23<sup>rd</sup> of August 2025. Specifically, the ESDS campaign will be present through posters, triangles, banners in 23 supermarkets, 22 MANOR restaurants and 12 tastings, as well as in the promotion flyer and on MANOR social networks.

## 2. WHAT WE REQUIRE – WHAT THE PROPOSALS SHALL INCLUDE

The agency will develop a detailed and executable programme for ESDS consisting of 4 different activities:

- RETAILER PROMOTIONS IN WINE SHOPS, DELICATESSEN SHOPS AND ONLINE
- RESTAURANT AND BAR PROMOTIONS
- MANOR ESDS PROMOTIONS
- COMMUNICATIONS AND PUBLIC RELATIONS

### 2.1. RETAILER PROMOTIONS

A nationwide campaign to allow participating independent wine retailers and delicatessen shops to apply for a tailor-made promotional package (supplied by the agency) and the chance to win great incentives. Participating venues will be showcasing their Spanish products during the campaign period (August 4<sup>th</sup>- 23<sup>rd</sup> 2025). Partners can participate with offers, tastings and events, providing consumers with an array of tastes, flavours and dishes that will highlight the diverse range of produce from across Spain.

Agency responsibilities:

- To recruit food and wine importers, local delicatessen shops, and independent wine merchants to the campaign, securing their participation with promotional events both instore and online. Agencies must be able to secure partners from across Switzerland and preferably in the large areas of the cities that have the highest media multiplier effect.
- Develop attractive promotional material for the retailers following the campaign artwork guidelines provided by ICEX (Annex A. Manual ESDS) package of point of sale materials is required (for example posters, leaflets, promotional gifts) and posted to each establishment prior to the promotion.
- Produce a pack of digital communication tools for partners, such as social media templates, etc.
- Include details of promotions in the media and Key Opinion Leader (**hereinafter, KOL**) campaigns to secure success and awareness of the ESDS campaign.
- Propose a system of incentives and/or prizes to ensure that as many partners as possible take part in the campaign

- It is envisaged that, from 2026, ICEX will provide a list of certified [Colmados from Spain](#) venues to be invited to take part in the campaign. The events, publicity and promotion for the Colmados from Spain venues will be the same as for the rest of participating retailers.
- To communicate with participating retailers, encouraging them to commit to the campaign with extensive promotions.
- To produce reports on the impact of the retailer promotions that include visual evidence of the promotions.

## 2.2. RESTAURANT AND BAR PROMOTIONS

Activities aimed at generating public and private events in bars and restaurants around the country to celebrate Eat Spain Drink Spain. In line with the retailer promotions, the Agency will be working to support the on-trade, inviting establishments to promote Spanish foods and beverages and offer discounts and special offers during the campaign period (August 4<sup>th</sup>- 23<sup>rd</sup> 2025). Restaurants and bars will get similar incentives to those offered to the retailers.

Agency responsibilities:

- Agencies must be able to secure partners from across Switzerland and preferably in the large areas of the cities that have the highest media multiplier effect. We recommend working with a media partner/online booking platform, both to recruit potential venues to join the campaign and to promote it to consumers, to increase consumer uptake of the events and offers put in place by partner venues.
- ICEX will provide a list certified [Restaurants from Spain](#) in Switzerland to be invited to take part in the campaign. The events, publicity and promotion in the Restaurants from Spain venues will be the same as for all participating restaurants and bars.
- Develop attractive promotional material for the restaurants and bars following the campaign artwork guidelines provided by ICEX. A package of point of sale materials is required (for example posters, leaflets, promotional gifts) and posted to each establishment prior to the promotion.
- Produce a pack of digital communication tools for partners, such as digital banners, social media templates, etc.
- Include the promotions by restaurants and bars in the media and KOL campaigns to secure success and awareness about the ESDS campaign.
- To suggest a system of incentives and/or prizes to ensure that as many partners as possible take part in the campaign
- To communicate with participating venues, encouraging them to commit to the campaign with extensive promotions.
- To elaborate reports on the impact of on-trade promotions that include visual evidence of the promotions.

### Important notes:

The number of promotions (retailer and on-trade) is open to proposals from the agency, bearing in mind that the minimum number required is 10. An example of 10 suggested establishments is required for assessment (see 7.II.).

- The maximum unit fee payable to the agency must not exceed the following amounts



PROMOTIONS - WINE AND GOURMET SHOPS / RESTAURANTS	Maximum fee per Promotion (VAT excluded)
First-time partner businesses / venues other than Certified <a href="#">Restaurants from Spain</a> or <a href="#">Certified Colmados from Spain</a> (in the future)	CHF 700
Certified Restaurants from Spain/repeating partner businesses (in case of renewal) / Certified Colmados from Spain (in the future)	CHF 400

A list of certified Restaurants from Spain, can be found in Annex III and must not be included as suggested retailers / on-trade venues in the Technical Proposal.

### 2.3. MANOR ESDS PROMOTIONS

In connection with the ICEX agreement with MANOR, the agency shall undertake the following ESDS promotion tasks:

- Adapt the ESDS posters from the ICEX artwork to be used in the tastings, gondolas, supermarkets and restaurants of the chain of supermarkets (23) and restaurants (22), with the QR of the ESDS landing page in German, French and Italian. The agency will take care of sending the posters ready to print to the chain.
- Production of 30-40 ESDS triangles/restaurant (German, French and Italian) for the tables of 22 restaurants which have to be sent to the chain's distribution centre. ICEX will make the artwork of the triangle available to the agency.
- Elaboration of texts for a page about ESDS in the 4-page flyer about the Spanish promotion at MANOR, ESDS text to be included in the newsletter and a story for social networks.
- Claim from the chain until the 4<sup>th</sup> September 2025 of the follow up and graphic documentation of the activities carried out by MANOR. Integrate this information into the final ESDSD campaign report.
- Include MANOR in the COMMUNICATION AND PUBLIC RELATIONS campaign (see section 2.4.), under agreement with the supermarket chain. In any case, the MANOR promotion is included in the ESDS landing page. Texts on MANOR must be submitted to the chain for approval.

#### Please note:

MANOR points of sale and MANORA restaurants do not count as retail outlets and restaurants in the sense of 2.1. and 2.2. above.

Dates to deliver final arts/texts by Agency to MANOR: end of May 2025.

MANOR will indicate in the first week of May the Spanish products that will be highlighted in the MANOR campaign

## 2.4. COMMUNICATION AND PUBLIC RELATIONS

### Action plan:

Design a communication strategy for the Eat Spain Drink Spain campaign, to be run between the 4<sup>th</sup> and the 23<sup>rd</sup> of August 2025, to maximise media coverage and social media presence before, during and after promotions, as well as to obtain targeted quality partner venues for the campaign. The strategy must include the following elements:

- Provide a detailed public relations plan, indicating tactics, targets, and timeline.
- Generate press and social media coverage on Spanish food, beverages, and trends as they relate to the Eat Spain Drink Spain and campaign partners.
- Write and create all materials, including press releases, media alerts, etc.
- Support ongoing marketing and public relations efforts by Foods and Wines from Spain (FWS) in the context of the Eat Spain Drink Spain campaign.

### Website:

- ESDS Landing Page: Provide content to dedicated event webpages on the [www.foodswinesfromspain.com](http://www.foodswinesfromspain.com) website, which will serve as a hub for details of all retailer and hospitality promotions. Texts must be written in FOUR languages: English, German, French and Italian.

Example Eat Spain Drink Spain 2024 in Switzerland which covered exclusively the Manor ESDS campaign:

<https://www.foodswinesfromspain.com/en/upcoming-events/trade-shows-detail-two/esds-schweiz>

Examples of similar Eat Spain Drink Spain event pages can be found via the following link:

<https://www.foodswinesfromspain.com/en/upcoming-events/trade-shows-detail-four/eat-spain-drink-spain-uk-2024>

- Well written content about the campaign, as well as relevant news and alerts should be published in the relevant sections of the website throughout the weeks leading up to the campaign, to maximise the interest and quality of partner venues.

**Note:** All paid content will become the property of ICEX.

### Social Media:

The Agency should deliver a detailed social media communication calendar indicating the target date for each of the following:

- Create new content and regular posts for Foods and Wines from Spain (FWS) main social media channels:  
<https://www.instagram.com/spainfoodwine>  
<https://www.facebook.com/FoodsWinesFromSpain>
- Generate excitement and interest in the Eat Spain Drink Spain promotions before, during and immediately following the campaign. Collaborations with prominent social media

communicators and influencers is recommended, ensuring that these KOLs link their publications to the Food & Wines from Spain social media.

- A social media communication plan should be created by the Agency for the Eat Spain Drink Spain campaign. The plan should include the creation of posts in the run up to, during and after the campaign period. Posts on Foods & Wines from Spain social media accounts are to be completed by the Agency but must be coordinated and approved by ICEX.

## REPORTING

The agency must produce a **final report**, to be delivered no later than 15/09/2025 detailing the campaign execution, including the media impact of the campaign. The report should include a detailed description of promotion strategy, efforts and results, including an analysis of social media activity. Each partner promotion report must include the address and contact person details, as well as visual evidence and graphic material used during the promotions and activities undertaken.

**Bids that do not include all the activities / tasks requested in the briefing will be automatically excluded.**

## 3. TERM AND EXTENSION OF THE AGREEMENT

**3.1. Term.** The described services in the contract will run from the date the agreement is signed by both parties until the 30<sup>th</sup> of September 2025.

**3.2. Extension.** ICEX hereby reserves the right to renew the Agreement with the company awardee for three additional campaigns from the initial Agreement without convening a new tender, if both contracting parties agree in the contractual provisions. Price revisions will not be allowed.

The awardee company will be obliged to renew the contract providing it is notified of its requirement at least 2 (two) months before renewal. The general terms and conditions of the Bidding Specifications governing this Tender shall apply to the extension. Each renewal will be signed by both parties.

## 4. BUDGET

**4.1. Maximum Budget (all tax excluded):** the total maximum budget for the project will be **59.000 CHF** (fifty-nine thousand Swiss francs). Bids will be made in Swiss francs (CHF), **excluding taxes**. However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any. Under no circumstances can the budget be exceeded.

**4.2. Estimated contract value:** The estimated total contract includes the value of the contract and the value of its possible extensions plus its modifications, excluding any applicable taxes. According to

the latter, the estimated total value of this contract is a maximum of **247.800 CHF** excluding taxes, which includes the following maximum amounts:

- Main contract maximum budget: 59.000 CHF
- Renewal (first) maximum budget for 2026: 59.000 CHF
- Renewal (second) maximum budget for 2027: 59.000 CHF
- Renewal (third) maximum budget for 2028: 59.000 CHF
- Modifications to the contract: up to 11.800 CHF. This may be possible if it were necessary to increase the number of partnering retailers, restaurants or bars.

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.

## 5. PAYMENTS AND INVOICES

**5.1. 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 company before the date of signature of the corresponding contract and prior approval of ICEX, as represented by the Economic & Commercial Office of Spain in Bern.

**5.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is Swiss franc (CHF). Any currency exchange costs will be borne by the bidder.

**5.3. Payment schedule** Payments will be made after the completion of the activities as agreed in the contract and upon delivery of reports with graphic support.

**5.4. VAT** Swiss supply agencies will have to apply the Swiss VAT regulations on exports of services.

**5.5. Invoice details.** All the invoices should be addressed to:

ICEX España Exportación e Inversiones, E.P.E.  
Paseo de la Castellana 278, 28046 Madrid, Spain  
VAT Number: ES-Q2891001F

But **dispatched to:**

Wirtschafts-und Handelsabteilung  
Spanische Botschaft in Bern,  
Länggassstrasse 31  
CH-3012 Bern

The Agency invoices will contain the following elements:

Company letterhead / logo  
Address

Date  
Invoice number  
VAT number  
Description of the item/s  
Total amount due

## 6. REQUIREMENTS

**6.1 Financial solvency requirements** All participating Agencies must submit a solvency report including the financial accounts for the last three years. The minimum turnover requirement is an amount of 88.500 CHF, for at least one of the past three years.

**6.2 Technical solvency requirements** The company must have a strong and proven track record in marketing and event executions in the field of food, beverages and gastronomy. The technical solvency of the company shall be demonstrated by submitting similar activities carried out over the past three years in Switzerland.

**6.3. Team requirements.** The role of each team member assigned to this project shall be specified in the tender as well as the languages they speak. In addition, their curriculum vitae must be included in the proposal. The company 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, represented by the Economic and Commercial Office in Bern.

All Team members must be fluent in German, both spoken and written, and it is additionally necessary that at least one key member of the team is fluent in French and English, both spoken and written. Although knowledge of Italian is not required, it will be necessary that some texts (ESDS landing page /poster, etc.) are also prepared in Italian.

It is expected that a minimum of three staff members are assigned to this project:

- ✓ **Senior Project Manager:**  
A senior Agency member, fully involved in the project, responsible for its planning and organization, and committed to the ongoing supervision of the whole activity. With a minimum of 5 (five) years of proven experience in manager skills in activities in the domain of food and beverages. Responsible for all reporting and accounting to ensure compliance on a timely basis with the requirements set by ICEX. Fluent in spoken and written German.
- ✓ **Senior Communication /Event/ Manager:** With strong communication skills and a minimum of 3 (three) years of proven experience in manager skills in activities in the domain of food and beverages. Fluent in spoken and written German.
- ✓ **Designated proactive Social Media Account Manager** with a minimum of 3 (three) years of experience to ensure maximum social media engagement. Fluent in spoken and written German.



The Agency will notify the Economic and Commercial Office in Bern of any changes to the team that may have an impact on the development of the project. Any member leaving the team will have to be replaced with a person that meets the requirements of this briefing. Any changes of key personnel could affect its potential renewal.

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

**6.4 Assignment.** The assignment of the contract to a third party is not allowed.

#### **6.5 Non-compliance**

Failure to comply with any of the requirements set out in this section will result in the disqualification of the Agency in question. However, ICEX allows participating Agencies to demonstrate compliance with the requirements set out in this briefing by subcontracting Agencies with which the participating Agencies enter into a partnership agreement. In this case, Agencies must clearly indicate in their bid whether or not they are using any of these options to fulfil the requirements set out in these specifications, as well as provide documentation that legally demonstrates the scope and commitment of the relationship between the Agencies involved.

## 7. EVALUATION CRITERIA

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

EVALUATION CRITERIA		Scores (Max.)
<b>I. Price competitiveness of the tender</b>		<b>30</b>
<ul style="list-style-type: none"> <li>For the Communications and PR element of the campaign, the offer with the lowest budget (up to a maximum of 47.200 CHF) will receive the highest score, and the rest will obtain the proportional score. Most economical offer = maximum score. Other offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) x maximum score per criteria.</li> </ul>		15
<ul style="list-style-type: none"> <li>For the retailer promotions, the offer with the lowest unitary budget (maximum of 700 CHF per unit) will receive the highest score of the item, and the rest will obtain the proportional score. Most economical unitary budget offer = maximum score. Rest of the offers will have the following formula applied: points per offer = (price of the most economical unitary offer / price of offer) x maximum score per criteria.</li> </ul>		5
<ul style="list-style-type: none"> <li>For the restaurants and bars promotion, the offer with the lowest unitary budget (maximum of 700 CHF per unit) will receive the highest score of the item, and the rest will obtain the proportional score. Most economical unitary budget offer = maximum score. Rest of the offers will have the following formula applied: points per offer = (price of the most economical unitary offer / price of offer) x maximum score per criteria.</li> </ul>		5
<ul style="list-style-type: none"> <li>For the MANOR ESDS promotions, the offer with the lowest unitary budget will receive the highest score of the item, and the rest will obtain the proportional score. Most economical unitary budget offer = maximum score. Rest of the offers will have the following formula applied: points per offer = (price of the most economical unitary offer / price of offer) x maximum score per criteria</li> </ul>		5
<p><b>Financial Proposals that exceed the maximum available contract budget will not be considered. Unitary prices multiplied by the secured collaborations cannot exceed the maximum budget.</b></p>		
<b>II. Technical Proposal</b>		<b>70</b>
<p>ICEX will assess the quality of the proposed plan and the extent to which it satisfies most efficiently the objectives of the campaign, assigning points as described below.</p>		
<ul style="list-style-type: none"> <li>Media and KOL promotion campaign plan (max. 30 points): ICEX will assess the quality and ambition of the proposed media campaign. This includes evaluating: <ul style="list-style-type: none"> <li>- the suitability of partnering media and the extent of the collaboration (max. 12 points)</li> <li>- the suitability of influencers and the extent of the collaboration (max. 12 points).</li> <li>- the established key performance indicators on views and interactions of the KOL's campaign (max. 6 points).</li> </ul> </li> </ul>		30
<ul style="list-style-type: none"> <li>Retailer promotions in wine shops, gourmet shops, specialised online shops and supermarkets (max. 20 points): ICEX will assess the quality and prestige of suggested partnering retailers, other than first-time partners</li> </ul>		20
<ul style="list-style-type: none"> <li>On-trade promotions (max. 20 points). ICEX will assess the quality and prestige of suggested establishments, other than first-time partners or Restaurants from Spain.</li> </ul>		20
<p><b>Proposals that do not receive at least 15 points for the media plan, 10 points for retailer promotions and 10 points for the on-trade promotions will be automatically excluded.</b></p>		
<b>TOTAL</b>		<b>100</b>

The elements of the proposals - other than price and automatic criteria- will be scored as follows:

0% of allocated points	Not enough information
25% of allocated points	Poor
50% of allocated points	Adequate
75% of allocated points	Very good
100% of allocated points	Excellent

## 8. CONTENTS OF PROPOSALS

**8.1. Proposal content.** Bidders 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.

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

- **Acceptance letter.** All bidders 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 **over the last 3 years in Switzerland**, including **dates and clients, public or private sector**, for whom the services and/or work was undertaken. A minimum **experience of three years** in similar projects is required.
- **Team requirements.** The agency team must meet all the requirements set out in section 6.3. The Agency must present the CV and knowledge of languages according to the table in Annex I.
- **Financial Solvency.** Bidders must prove an annual turnover of more than 88.500 CHF in at least one of the last three years.
- **Joint ventures, subcontracting.** 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.

**8.3. Document 2: Technical Proposal (PDF file).** The technical proposal must not contain any reference to price and must not exceed 75 pages.

Tenderers must submit a detailed technical proposal that meets all the requirements set out in section 2 ("What we require") and all the evaluation criteria set out in section 7.II., including deliverables.

**8.4. Document 3: Financial proposal (MS Excel file).** All competing companies must present a financial proposal, including a detailed budget for the project and its breakdown for each area of activity. The Agency must present the budget clearly according to the table in Annex II.

**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 – if any – are clearly separated.

**Currency.** The proposal will be drafted in **Swiss Francs (CHF)**.

## 9. SUBMISSION OF PROPOSALS

**9.1 Invitation to tender.** ICEX, represented by the Economic & Commercial Office of Spain in Bern, will send this briefing to different companies. The briefing will also be published on the website of the Economic & Commercial Office of Spain in Bern.

**9.2 Submission of proposals.** The companies wishing to participate in the tender must send the documentation exclusively in digital format (PDF), **ONLY** to the e-mail [tenders@icex.es](mailto:tenders@icex.es) before 05/05/2025 9:00 CET. Proposals not submitted within the deadline will be automatically excluded.

- **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 companies should use a file transfer service, which they have previously verified (e.g. WeTransfer, Dropbox, or other).
- **Expenditures.** Please note that any expenditure incurred by competing companies in the preparation of the proposals, presentations and quotes will be at the expense of the said companies. Submission of the offer will not generate any fees or reimbursement of any type of expenses from ICEX.
- **Language.** The proposal will be drafted and presented in English or Spanish.
- **Acceptance of terms.** Submission of a proposal and participation in this tender implies the express acceptance by the competing companies of all the clauses contained in this brief.

**9.3 Amendment of proposals.** Once competing companies 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.

**9.4 Clarification of proposals.** Competing companies 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.

**9.5 Compliance of proposals.** All competing companies submitting a proposal should be aware that the Legal Services of ICEX will review the documentation submitted by each company, 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 company concerned.

**9.6 Assessment of proposals.** Document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing company has been verified to comply with every requirement set in this brief, will document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, 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.

**9.7 Selection of company.** A decision will be made as soon as possible from the published proposal due date. The decision will be notified via e-mail to all competing companies, in order to enable the selected company to begin work promptly.

**9.8 Contact persons.** Questions related to this briefing may be addressed in written form until 24/04/2025 9:00 CET only via the e-mail [tenders@icex.es](mailto:tenders@icex.es). In the interest of fairness, any questions by competing companies, as well as the corresponding answers by ICEX, might be shared with all other companies.

## 10 PROCUREMENT BOARD

Appointed members of the Procurement Board for the purpose of this tender will be:

<b>President</b>	<b>María Naranjo</b>	<b>Director - Agrifood Industry Department. ICEX (Spain)</b>
<b>Substitute</b>	<b>Salomé Martínez</b>	<b>Deputy Director - Agrifood Industry Department. ICEX (Spain)</b>
<b>Member</b>	<b>Laura Velasco</b>	<b>Head of Department - Gastronomy. ICEX (Spain)</b>
<b>Substitute</b>	<b>Ascensión Martín</b>	<b>Head of Sector - Gastronomy. ICEX (Spain)</b>
<b>Secretary</b>	<b>Pedro Patiño</b>	<b>Deputy Director of Procurement. ICEX (Spain)</b>
<b>Substitute</b>	<b>Isabel Arias</b>	<b>Member of the Procurement Department. ICEX (Spain)</b>

**ICEX's Board of Directors**  
By Delegation (Resolution of 5 March 2025 BOE  
[Official State Gazette] nº. 67 of 19 March 2025

**Juan Luis Díez Gibson**  
Chief Economic and Commercial Counsellor  
Economic and Commercial Office of Spain in Bern



## ADMINISTRATIVE CLAUSES

### 1. FINANCIAL PROPOSAL CALIFICATIONS

**Disproportionate or anomalous bid.** Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous. 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.

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, ICEX will decide, upon technical advice, if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

**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.

### 2. OBLIGATIONS

**Technical Quality.** The company awardee 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 company awardee 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 company 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.

**Copyright and information rights.** The intellectual or industrial property rights for all works created by the company, 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.

- All materials produced are the property of ICEX, including any intellectual property, printed materials, photography, website, videos and other offline and online publications.
- The company awardee 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 company guarantees have been produced for ICEX and are not owned by third parties.
- The company 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 company 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.

**Confidentiality.** The company awardee 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.

- The company 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 company 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 company or subcontracted by it.
- The company 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.
- Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal actions against the company for any liability that might be applicable.

### 3. CANCELLATIONS

**Termination.** ICEX reserves the right to unilaterally terminate the contract if the services are not performed by the company in accordance with the instructions received from ICEX, if any of the deadlines applicable to the company 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.

#### Cancellation, postponement or modifications of actions.

- **Cancellation.** In the event of cancellation of an event, ICEX shall solely satisfy the expenses incurred by the company 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 company must submit all documentary invoices of the expenses incurred up to that date.
- **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.
- **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 scope or place of the activity.

### 4. CONTRACT AND JURISDICTION

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.

### 5. DATA PROTECTION

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 will be Spanish.

The parties hereby undertake to respect the current regulations on data protection (General Data Protection Regulation 679/2016 and Organic Law 3/2018 on Data Protection and guarantee of digital rights). The personal data of the contacts of both parties, including data related to the signatories of

the agreement and related to the personnel of the Parties that must necessarily be contacted, will be processed by each of the Parties for the purpose to manage the relationship based on the execution of the contract that legitimizes the processing. The retention period for this data will be the duration of the contractual relationship and as long as they are necessary, or responsibilities may arise in accordance with the applicable regulations or as required by the authorities.

The affected interested parties may exercise their rights of access, rectification, deletion, opposition, limitation of processing, portability by contacting Parties. In case you consider that your data protection rights have been violated, you can contact the Authority on Data Protection.

## 6. EUROPEAN FUNDING

**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, and, in particular, 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".

<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>