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DE INDUSTRIA, COMERCIO
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ICEX España
Exportación
e Inversiones



RESTAURANTS FROM SPAIN COMMUNICATION CAMPAIGN (CHINA)

REQUEST FOR PROPOSALS
AUGUST 24TH, 2023

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ECONOMIC & COMMERCIAL OFFICE OF SPAIN

GUANGZHOU

RESTAURANTS FROM SPAIN CAMPAIGN (CHINA)
REQUEST FOR PROPOSALS

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in Guangzhou, invites advertising and communication agencies to submit their proposals for the definition, development and implementation of a **Media communication campaign to promote foodservice establishments that participate in the "Restaurants from Spain" Certification Program in mainland P.R. China (hereinafter, the Campaign).**

"Restaurants from Spain" (hereinafter, RFS) is a certification program managed by ICEX that rewards foodservice establishments offering an **authentic Spanish dining experience** in international markets. ICEX has agreed to promote the image of the RFS certified restaurants worldwide. The RFS promotion is carried out in a decentralized manner, through a number of communication campaigns implemented in different markets. While all these campaigns reflect the common features of the RFS certification program, they are adapted to the specificities of each market and promote only the restaurants established in that specific market.

In the case of China, the RFS campaign will aim to **enhance the visibility and the demand of RFS certified restaurants**, highlighting their finest Spanish food and beverages. This will be achieved through **content placements on various Chinese media outlets**, including general, sector-specific, lifestyle, online, and social media platforms. The placements will preferably consist of **branded content** and **advertorial** modalities. The Campaign will be consistent with the RFS creativity used worldwide, while it will also involve the development of new materials that effectively promote the RFS certified restaurants of China.

ICEX aims at contracting an **advertising and communication agency (hereinafter, the "Agency")** to execute the Restaurants from Spain campaign. The Agency will be responsible for the implementation of the proposed actions outlined below.

TERMS OF REFERENCE

ICEX, the Spanish trade and investment promotion agency

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX) (www.icex.es) is a Spanish public organization, established in 1982, whose main purpose is to promote the internationalization of the Spanish economy. ICEX depends on the Ministry of Industry, Trade and Tourism (MINCOTUR) (www.mincotur.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.

Since its foundation ICEX has been instrumental to the modernization of Spanish economy. **The original mandate of ICEX was to promote exports of Spanish products to foreign markets**, in which field it has excelled and accumulated a noteworthy expertise. Its current portfolio of export promotion activities comprises the organization of business delegations, product promotion events, participation of Spanish companies at international trade fairs, the elaboration of market intelligence, and many other services. In order to better serve the needs of Spanish companies, ICEX has also gradually developed products that cater not only to exporters, but also to other actors involved in the international distribution chain of Spanish products, such as importers, distributors, or prescribers.

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Due to the success of the agency and the deeper integration in the global economy reached by Spain, the mandate of ICEX has been updated so that it also includes the promotion of the competitiveness of Spanish companies, with special attention to SMEs, and the attraction of foreign direct investment to Spain. Regarding the first issue, ICEX has implemented different educational, informational and promotional programs to improve the competitive toolbox of SMEs when entering foreign markets. It has also been key in the expansion of Spanish direct investment abroad, by coordinating efforts from different entities in the public sector in order to provide companies with multiple kinds of support. Regarding the second mandate, ICEX has played an important role in the improvement of the business environment in Spain, by benchmarking foreign policies and importing international best practices. The integral support ICEX provides to foreign investors has also motivated many of them to develop and expand their projects in Spain.

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 region, and works together with ICEX in the implementation of the programs of the latter.

ICEX' promotion of Spanish food, beverages and gastronomy

ICEX has supported the internationalization of the Spanish agri-food industry since its foundation. This sector is not only crucial to guarantee the sufficiency and the safety of food for the general population, but it is also important in terms of contribution to employment, economic activity and exports. The Spanish agri-food industry is highly internationalized.

ICEX aims to promote Spanish **food, beverages and gastronomy** in an integral and mutually consistent manner. In order to support the Spanish agri-food industry in a changing global environment, ICEX has adopted more complex and sophisticated promotion initiatives. ICEX understands that there are **different drivers for the purchase of Spanish products**, and pretends to use them all. While some consumers may be attracted to purchase Spanish foodstuff because of its attributes (taste, safety, health benefits, etc.), others may be more interested in foodstuff as an element of lifestyle or experience. Acknowledging this fact, ICEX has **integrated Spanish gastronomy** as an energizing element of the promotion of Spanish food and beverages.

Although purchase motivations might be different, ICEX promotes Spanish food, beverages and gastronomy upon two common features:

- **Diversity:** The diversity variable builds on the many varieties of fish, shellfish, livestock, fruits, vegetables, and spices produced by the Spanish sea and countryside. The diversity also reaches the gastronomy, as the marked geographical and cultural differences between Spanish regions, as well as different influences from European, North African and American cuisines, have created a national cuisine richer and more complex than in any other European country.
- **Quality:** Spain is known for having developed an efficient, reliable and safe supply chain for food and beverages. In the last decade Spain has become a reference in terms of control at origin, traceability and safety of its wholesale and distribution network.



Investment in agricultural technology has allowed to improve productivity, without compromising product attributes and safety.

“**Foods & Wines from Spain**” (**FWS**) is the brand used by ICEX to group its many initiatives to promote Spanish food, beverages and gastronomy. FWS include promotional actions of very different nature, such as the participation in trade fairs, as a grouper of Spanish exporters and foreign importers; the organization of professional events, e.g. tastings, masterclasses, or food and wine fairs; the organization of consumer promotions at points of sale; the development of communication campaigns, which might be aired through media or online, and so on. FWS has a homonymous **website** (www.foodswinesfromspain.com) with abundant information aimed at professionals, also including a list of the promotional actions carried out by ICEX in different markets.

ICEX regularly promotes Spanish products in China under the FWS brand. In addition to implementing promotion actions such as those mentioned above, FWS has dedicated sites on Chinese social media such as **Weibo** and **Wechat**, where it regularly posts contents, as well as a dedicated **FWS Chinese website** (www.foodswinesfromspain.cn). Besides, contents of FWS can also be shared on the joint WeChat account of the Economic & Commercial Offices of Spain in China, run under the “**Spain Business**” brand.

“**Spain Food Nation**” (**SFN**) is a promotion campaign implemented by ICEX and jointly funded with the Ministry of Agriculture, Fisheries and Food of Spain. The SFN was conceived in the context of the COVID pandemic and initially endowed with 4 million EUR in 2020, aimed at a limited number of markets. However, due to its success, it has been extended in time for 2023 and 2024 and expanded to a larger number of countries.

Contrary to FWS which is very diverse in its promotion tools and goals, SFN is mostly a **communication campaign** to reassure consumers about the **excellence of the Spanish food supply**, though it also sponsored some public relations’ events aimed at food and beverage professionals. SFN promotes the quality of Spanish foodstuff to foreign consumers, supports importers and distributors of Spanish food and beverages to improve their positioning in foreign markets, and remarks the environmental sustainability of the Spanish food industry. The activities supported by the SFN campaign mainly comprise **the production and placement of contents for prestigious media outlets**. These media might target general audience, sector professionals and/or lifestyle. These placements were intended to disseminate content about Spanish food, beverages and gastronomy, hence boosting the demand for Spanish products.

In consideration of the particularities and the importance of the Chinese market, ICEX carried out two specific SFN campaigns for mainland China in 2022 and 2023. The campaign aimed to promote Spain as a major international producer of **gourmet food and beverages**, among high purchasing power consumers. It sought to modify the perception of the target audience towards a positive experience. The promoted products included foodstuffs that were originated in Spain and which Spain was authorized to export to China, with a special focus on those with a larger market development potential¹. The SFN China campaign delivered **67 original articles and**

¹ Herein including olive oil, meat preparations, fish and seafood, food preparations, milk and other dairies, boned ham, oranges and other citrus, stone fruits, charcuterie, preserves, sherry vinegar, spices, pastas and pasta sauces, chocolates and confectionary, industrial and craft beers, juices and fruit beverages, and spirits, among other.





publications in some of the most prestigious specialized media outlets and Key Opinion Leaders (hereinafter, KOLs) in China². These materials are available at the dedicated **FWS Chinese website** (<https://foodswinesfromspain.cn/xibanyia-meishi-jie>). The results of these campaigns largely exceeded expectations, reaching 19.3 million and 30.3 million impressions, respectively.

The role of gastronomy in the promotion of Spanish food and beverages in China

The mission of ICEX is to promote Spanish food products in China, and gastronomy serves as a valuable tool in achieving this objective. Unfortunately, the knowledge and presence of Spanish gastronomy in China remains limited. Though Chinese consumers might recognize some quintessentially Spanish preparations such as tapas, tortilla, or paella, few of them have had the opportunity to try authentic Spanish cuisine. This is mainly due to two concurrent factors.

Firstly, **Chinese consumers are more familiar with other European cuisines** due to historical factors and the influence of international trends. French and Italian cuisines have gained considerable popularity in China because of their long-standing promotion. French cuisine is associated with elegance and sophistication, while Italian cuisine is celebrated for its rich flavors and comforting dishes like pasta and pizza. The prominence of French and Italian restaurants and their representation in media and popular culture has further contributed to their recognition among Chinese consumers.

Secondly, **Spanish cuisine has had limited exposure in China**. Although the gastronomy of Spain is renowned for its **diversity, regional specialties, and emphasis on fresh ingredients**, its promotion is recent compared to other European cuisines – e.g., French icon restaurant Maxim's de Paris opened a Beijing branch as early as 1983, and many other followed in later years. At present the number of French and Italian restaurants in China exceeds several hundred, and the cuisine of both countries is represented in all major Chinese cities. This makes their cuisines more recognizable and accessible to Chinese consumers and enhances the prestige of their food products and brands. The recognition of their cuisines has created a halo effect that extends to their food products, elevating their desirability and perceived value. As a result, French and Italian food brands have been able to establish a strong foothold on the Chinese market, commanding higher prices and enjoying a favorable perception among consumers. In comparison, **Spanish restaurants and restaurateurs settled in China later** and their presence is limited to a few cities. Spanish olive oil, wines, cured meats, and other food products enjoy exceptional qualities, but their potential cannot be fully realized without a strong association with Spanish cuisine.

Despite these challenges, there is an opportunity to increase the visibility and appreciation of Spanish gastronomy in China by highlighting its unique characteristics, such as the flavors of Mediterranean cuisine, the culinary traditions of different regions, and the use of high-quality ingredients. Emphasizing the authenticity, rich flavors and cultural heritage of Spanish gastronomy can **elevate the perception of Spanish food products and brands**. Additionally, collaborations with renowned Spanish restaurants and chefs can increase their prestige and desirability.

² These media included CN Traveler, Global Gourmet, Ganlanhuabao, Sohu, Foodmate, Apex Manual, World Cuisine, Tasting Kitchen or Noblesse, amongst other.





ICEX aims to promote Spanish gastronomy in China due to the **untapped potential of the Chinese market for Spanish food products**, which has not been fully exploited. In 2022 Spain exported food and beverages to China for an amount of **2.544,9 million EUR**. This figure represents 31.8% of all Spanish exports to China, which is proof of the relevance of this trade for Spain. **China is already a key market for Spanish food and beverage exports**. However, ICEX acknowledged that the range of food products exported from Spain to China is still limited, and the value of food exports is lower compared to competing countries, as explained below.

Exports of **food** from Spain to China amounted to **2,240.9 million EUR** in 2022. At this point, it is important to notice that the exports of many fresh, canned and frozen food products are constrained by the Chinese requirement of previously negotiated **bilateral phytosanitary protocols**. Currently the most prominent protocols are those that allow Spain to export **pork meat products, citrus** (e.g. oranges, lemons, mandarins, clementines, and grapefruits), **stone fruits** (e.g. peaches, plums and nectarines), and **olive pulp**. Consequently, although Spain produces a great variety of food products, many of them cannot be exported to China, because of the lack of bilateral phytosanitary agreements.

Meat exports to China, although experiencing a decline from their peak in 2020 (**3,134.2 million EUR**) in recent years, remain the primary food export category for Spain with an amount of 1,630.0 in 2022. This chapter is made up exclusively of **pork meat**, as Spain does not have authorization to export beef, sheep or chicken meat to China. Spain is still one of the largest global suppliers of pork meat. Exports to China remained stagnant until the latter began to suffer from an outbreak of African swine fever that severely afflicted the domestic pig herd. Due to this episode, Spanish pork, and especially white-coated pork products, have become very popular in the Chinese market. However, Spanish exports are declining as China recovers its local pork production. The challenge for the promotion of Spanish pork in China is to transform it from commodity to a branded product, establishing recognition of its points-of-difference relatively to competitors³. Pork meat has an important value within ICEX' food promotion strategy in China, as it is a popular product in which Spain has achieved significant recognition and visibility. At the same time, it must be taken into account that pork meat is one of the Spanish products whose promotion has received the most attention in China by Spanish organizations⁴.

Boned ham (*jamón*) is a meat product which deserves some specific consideration. *Jamón* is a hero product of the Spanish gastronomy. Exports of boned ham to China were authorized only in 2019, but already amounted to **29.3 million EUR** in 2022 and are experiencing a steady growth. Boned ham, especially of *ibérico* class, is the quintessential gourmet product that Spain wishes to introduce in foreign markets. The health benefits of *ibérico* include a high content of unsaturated fatty acids and powerful antioxidant effects, all of which reduce body fat, blood pressure and cardiovascular risk. Based on the recognition *ibérico* has reached among Chinese consumers,

³ ICEX acknowledges that some international meat producers have improved the branding of their meats by marking their points-of-difference in terms of breeds (e.g. Angus) or meat cuts (e.g. ribeye, tenderloin, sirloin). As Spain enjoys a reputed diversity of pork breeds (Iberian, Duroc, Majorcan) and pork cuts (e.g. presa, secreto, solomillo), this strategy could also prove valuable.

⁴ In addition to ICEX, there are at least two Spanish professional associations with active promotion campaigns in China. INTERPORC has been running promotion campaigns for white-coated pork under the banners of "From farm to fork" and "EU Pork, the smart choice, funded by the European Union. Similarly, ASICI is carrying out a promotion campaign for Iberian breed pork.





Spain has the opportunity to increase exports in other varieties of aged ham that benefit from larger production and superior quality compared to international competitors (e.g. French *jambon de Bayonne*, Italian *prosciutto di Parma*, Portuguese *presunto*). It is worth noticing that the refinement, delicate flavor, and health benefits of *ibérico* ham make it a fine ambassador to other Spanish foodstuffs with high quality.

Equally important in terms of growth potential are **meat preparations**, of which Spain exported **20.1 million EUR** last year. This denomination comprises various products where (pork) meat has been added and/or treated with other food products, condiments, or additives, or has undergone transformations. The most representative products of this kind are bacon (8.4 million EUR), salted ham (7.6 million EUR), and other delicatessen cured meat products (e.g. *lomo*, *chorizo*, *salchichón*) (2.6 million EUR). The fact that some of these products might involve preparations which are unique to Spain, presents the possibility to market points-of-difference for their development in the Chinese market.

Olive oil is indeed one of the most recognized and highly valued Spanish products in China, with exports amounting **174.6 million EUR**. Spanish companies were pioneers in popularizing this product, making it synonymous with a healthy lifestyle. Spain holds a dominant position as the main supplier of olive oil to China. Exports growth has been driven by an increased demand for healthy food options. However, it is concerning that olive oil has not received active promotion from sector organizations in recent years. On the one hand, some Spanish exporters have shown reluctance or lack of capacity to invest in brand development, which has allowed importer brands to capture a larger share of the market. On the hand, bulk exports of Spanish olive oil often lead to the loss of key attributes (i.e. indication of origin, flavors, taste, traceability, safety) that ensure the quality of the product. As a result, the product labelled as Spanish often falls short in comparison to olive oil that is bottled in Spain.

Spain exported **92.2 million EUR** of **fish and seafood products** to China in 2022. This represents a jump of 55.8% from its previous year, nearly reaching pre-pandemic levels (96.8 million EUR in 2019). The pandemic took a temporary toll on these exports, because of the combined effect of the congestion of Chinese ports, and the reticence of Chinese consumers to the purchase of frozen imported produce, which was wrongly but repeatedly associated with COVID risks. It must be acknowledged that Spanish fish and seafood exports are elusive and difficult to track down. Some Spanish fishing companies have global fleets and operate a network of processing stations, making it normal that their products enter the Chinese market as originated in other countries. Spanish fish and seafood exports comprise mostly **frozen fish** (mainly halibut, and shark fin) and frozen **mollusks** (mainly squid). The Spanish products face the challenge that their superior quality and safety standards are put into question once they enter the Chinese market, as domestic operators often lack a strong cold supply chain.

Exports of Spanish **dairy products** amounted **79.1 million EUR** in 2022. **Milk** amounted to **50.5 million EUR**. Chinese demand has plenty of room to grow in the medium term, largely attributable to the current low consumption per capita, which contrasts with the high perception of its health benefits among consumers. Though Spanish dairy companies have been exporting to China for more than a decade, their brand recognition is low and Spain is not perceived as a major European producer. In this regard, it is important to establish the credentials of Spain as a producer with diverse (Spain produces cow, sheep and goat milk of many different varieties and breeds) and reliable (Spanish standards of traceability and quality are among the best in the Europe) production. Milk can also be an ambassador to other dairy products, such as butter, cheese and yoghurt. In the case of **cheese**, to date exports have consisted mainly of heavily cured and aged cheeses for which Spain is most famous, such as *manchego* cheese, but whose intense taste and





flavor has limited appeal to some Chinese consumers, which explains exports of a mere **4.1 million EUR** in 2022, although presenting a 56.4% increase from previous year. However, as Spain produces more than 150 varieties of cheese, many of which are endowed with softer tastes and aromas, there is still large room for market development.

Other important Spanish gourmet food products include: **olives**, which also benefit from a specific promotion campaign launched by ICEX in 2020 that will extend until 2024; **sherry vinegar**, a unique product protected by an indication of origin; **fruits** and **dry nuts**, where premium **oranges** are the most exported product to China (there are 5 phytosanitary protocols for these products in place: citrus (2005), stone fruits (2016), table grapes (2018), persimmon and almonds (2023); **chocolates** and confectionery; **charcuterie**; **preserves** of meat, fish, and vegetables; **spices**, such as saffron and *pimentón*, a unique distinctive smoked paprika; **pastas** and pasta sauces, and many other.

Exports of **beverages** from Spain to China amounted **184.1 million EUR** last year. Within this chapter, **wines** represent the largest product with **86.3 million EUR**. Spain is still one the largest suppliers to China jointly with France, Chile, and Italy⁵. ICEX' strategy to elevate wine exports highlight the need to **increase the value proposition** of Spanish wines in the Chinese market⁶. In addition, wines provide a fine example of the more general strategy of promotion of quality and diversity implemented by ICEX. On the one hand, Spain displays a variety of more than seventy protected indications of origin⁷, harvested from both international and domestic grapes, such as *tempranillo*, *garnacha*, *bobal*, *macabeo*, etc. On the other hand, Spain has developed a world class system for recognition of its wines both according to origin (*denominación de origen calificada*, *pago*, etc.) and aging (*crianza*, *reserva*, *gran reserva*, etc.).

Other alcoholic beverages are also making inroads into the Chinese market, with exports of **51.8 million EUR**. The bulk of this figure is attributed to beers, whose exports amount **45.2 million EUR**. In recent years China has become one the three largest importers of Spanish beers. These exports consist mostly of industrial lager beers of *pilsener* kind, though recently it is more common to spot industrial premium beers, marketed with especial tastes and flavors, and craft beers from smaller breweries. Notably, Spanish brands present in the Chinese market are owned by independent Spanish breweries, large and small. Though some of them have been active in the Chinese market for years and might enjoy certain success at local level, their distribution networks at national level remain patchy, which has hindered growth. In addition to beers, there is a small but growing number of companies exporting artisanal and premium **gins**, **whiskies**, **rums**, and other **liquors**.

Spain also exports to China **46.0 million EUR** in **fruit beverages**, mostly juices and nectars. This trade has steadily increased since the pandemic, and there is potential for development. Exports

⁵ However, Spanish exports have been on retreat since reaching its peak in 2017 with 180.7 million EUR. The pandemic has accelerated a fall in sales which was previous and related to deeper market causes. There is an evident mismatch between the positioning of Spanish wines in the Chinese market and the prestige and recognition that they enjoy in the rest of the world. Unfortunately, exports of bulk wine for bottling in China have led to an erosion of the product before Chinese consumers

⁶ ICEX is strongly supporting the recovery of wine exports through a specific promotion campaign under the "Wines from Spain" brand and initiatives such as the Spanish Wine Academy, which aims to train wine professionals and providing them with enhanced tools to market higher quality Spanish wines.

⁷ It is to be noticed that some of these indications of origin also regularly implement their own promotion activities in China, e.g. Rioja, Ribera-Rueda, La Mancha, etc.





have been traditionally constrained for the fact that Spain could not be recognized by Chinese consumers as an important fruit producer, as long as the only Spanish fruits allowed into the Chinese market are citrus and stone fruits. However, it is expected that promotion can lift this barrier. There is potential for a development of healthy, low sugar juices, as an alternative to other fruit beverages already present in the Chinese market.

ICEX' "Restaurants from Spain" certification program

ICEX introduced in 2020 a global certification program for Spanish foodservice establishments named "**Restaurants from Spain**" (<https://www.foodswinesfromspain.com/en/certified-restaurants-from-spain>). The RFS certification distinguishes restaurants that serve genuine Spanish dishes made with authentic Spanish ingredients. The recognition is aimed at honoring restaurateurs who prioritize authenticity and strive to create a distinctive dining experience. The objective of ICEX in creating the RFS program is to **promote Spanish gastronomy** and, therefore, to **promote Spanish food and beverages**.

The RFS certification program is a tool designed to support and recognize restaurants that place a **strong emphasis on cuisine** and **ensure the quality of their establishments**. The program aims to convey multiple messages to different audiences. For **consumers**, the RFS certification strives to become a reference for those in search of authentic Spanish cuisine, ensuring that RFS certified restaurants serve as a demonstration of the excellency of Spanish gastronomy and the high-quality of Spanish food products. For **professionals in the restaurant industry**, the RFS program aims to support restaurateurs who are dedicated to offering genuine Spanish cuisine and Spanish products, helping them to differentiate from competitors. Additionally, it seeks to encourage **entrepreneurs** to expand the international presence of Spanish foodservice establishments under the RFS certification.

The RFS certification serves as a **comprehensive evaluation process** for candidate restaurants, ensuring their alignment with the objectives of the program. This assessment, which is carried out by the Economic and Commercial Offices of Spain on behalf of ICEX, covers various aspects, e.g., the presence of at least **one person who can present to customers** the concept of the restaurant and the restaurant's menu; the **predominance of Spanish dishes and recipes** in the restaurant's menu; the use of **quality food and beverages from Spain**, including products and wines from Protected Geographical Indications, whether or not recognized by the country where the restaurant is established; the presence of a **chef trained to prepare authentic Spanish cuisine**; and a **branding** that clearly identifies the restaurant as Spanish, among other. By adhering to these criteria, the RFS program guarantees the level of excellence and quality of certified foodservice establishments. In order to verify that the certified restaurants comply with these standards over time, the RFS certificate must be renewed annually.

It is important to clarify that the RFS certification program **does not intend to replicate or replace the role of gastronomic evaluations**. These gastronomic evaluations consider other factors beyond authenticity, such as presentation, innovation, and dining experience. The RFS program specifically focuses on certifying the **authenticity** of Spanish gastronomy. By highlighting the genuine flavors, traditional techniques, and high-quality ingredients used in Spanish cuisine, RFS aims to provide a reliable indicator for consumers seeking an authentic Spanish dining experience.

The RFS certification process culminates with an assessment by a **certifying committee** composed of institutions and professional associations linked to the promotion of Spanish gastronomy, such as the Royal Academy of Gastronomy; the Ministry of Agriculture, Fisheries and





Food; the association of cooks and pastry chefs, FACYRE; the seafood industry association, ANFACO-CECOPECA; the Regulatory Council of Sherry Wines; the pork meat association, INTERPORC; the wine industry association, FEV; the Repsol Guide; the Tourism Agency of Castilla-La Mancha, and ICEX.

The RFS certification program is expected to bring several benefits to certified restaurants. Firstly, it offers a **positive differentiation** from competitors by gaining recognition for their authenticity from an external institution. This distinction can enhance their reputation and attract discerning customers seeking a genuine Spanish culinary experience. Secondly, certified restaurants can participate in **specialized training activities** in Spanish gastronomy, food products and wines organized or supported by ICEX, under preferential conditions. This enables them to further refine their skills and knowledge. Thirdly, certified establishments serve as **venues for the organization of promotional events** showcasing food products, providing valuable exposure and networking opportunities. Lastly, the RFS program includes **targeted communication initiatives**, such as the campaign described in this briefing, to promote certified restaurants directly to consumers, increasing their visibility and patronage.

“Restaurants From Spain” Communication Campaign in China 2023

In consideration of the importance of gastronomy to promote Spanish food and beverages in the China market, ICEX has decided to contract an **advertisement and communication agency** for the **promotion of the RFS certified restaurants** exclusively in mainland China. The selected agency will be responsible for **designing, planning, producing, buying, and verifying content placements** in Chinese media, both online and offline, for the RFS certified restaurants. The Campaign is expected to last for three (3) months, **from around October 1st, 2023 till December 31st, 2023**, though the exact dates may vary. The maximum available budget for this contract is **120,000 EUR, inclusive of any fees and expenses of third parties, and excluding any applicable taxes.**

The launch of advertising and communication campaign to promote RFS certified restaurants in China responds to different motivations.

- **Firstly, ICEX aims to provide a valuable service to RFS certified restaurants in China.** The Campaign offers support and assistance to RFS certified restaurants by means of communication actions, which they may not have the resources to afford independently. By implementing tailored communication initiatives, ICEX aims to enhance the recognition and reputation of these establishments, leading to increased visibility, a broader customer base, and higher rates of customer loyalty. Through this service-oriented approach, the Campaign aims to demonstrate the advantages of belonging to the RFS certification program and the positive impact it can have on the success of participating restaurants.
- **Secondly, ICEX aims to build up the prestige of the RFS certification in China.** As an initiative launched in 2020, the RFS certification program has an untapped potential for growth in terms of market recognition and prestige. Spain is globally renowned for its exceptional culinary scene, housing some of the finest restaurants and offering a wide range of premium, high-quality food and beverages that contribute to a diverse gastronomy. The campaign is expected to position RFS as a distinguished brand, recognized by discerning consumers who value authenticity and quality. Moreover, the campaign aims to elevate the status of the RFS certification and establishments that have



already attained it, and to encourage other Spanish restaurants established in China to join the RFS program, thus benefiting the entire Spanish culinary industry.

- **Thirdly, ICEX aims to promote the use of Spanish food products by RFS certified restaurants.** The focus of this campaign lies on the certified restaurants. However, the campaign aims to highlight the importance of using authentic Spanish products as a key element in the recognition awarded by the RFS certification to restaurants. RFS certified restaurants are committed to source high-quality Spanish products, which is a factor positive differentiation to deliver an exceptional dining experience. Through this approach, the campaign aims to create awareness and appreciation for the diverse range of authentic Spanish products, while ensuring that the spotlight remains on the restaurants.

The **target audience** of the RFS communication campaign is made mainly of **upper-middle income and high-income consumers** that value the experience of international cuisines. These consumers are deeply interested in exploring the world of food and beverages. This group might be conformed by young and middle-aged consumers, with cosmopolitan attitudes, trend hunters, and purchasing habits associated with luxury and premium universes. They might like to try new creative restaurants and cocktails bars, and value other cultures and gastronomies.

ICEX reckons that food and beverage professionals can be important prescribers for RFS certified restaurants. In this regard, the Campaign may include contents targeted at restaurateurs, chefs, importers, distributors, wholesalers, retailers, event organizers, key opinion leaders, etc., which might require distinct communication approaches and contents. However, contents aimed at professionals must remain a complement to contents aimed at consumers, who are the main audience of the Campaign.

The **territorial scope** of the Campaign covers only China mainland. The RFS certification program comprises **22 RFS certified restaurants in China** mainland (see Table 1), in the cities of **Shanghai (11), Beijing (2), Chengdu (2), Nanjing (2), Shenzhen (2), Hangzhou and Xian**. However, the number of restaurants pertaining to the network is expected to grow gradually, and the number of RFS certified restaurants in China could be around **25** by the end of the Campaign. ICEX expects the Campaign to cover all cities with presence of RFS certified restaurants. However, ICEX reckons that, in order to optimize available resources, the Campaign may focus in the cities with the **largest concentration of Spanish gastronomic proposals and upper-middle and high-income consumers**, hence with a larger potential impact on the customer base of RFS certified restaurants. At the same time, it must be reminded that the objectives of building up the prestige of the RFS certification program and promoting the use of Spanish food products require reaching out beyond the cities mentioned above. The Campaign must also serve as a push for non-certified restaurants to have a deeper focus on Spanish gastronomy and increase the quality of their gastronomic offerings to meet the criteria for RFS certification.

TABLE 1. LIST OF RFS CERTIFIED RESTAURANTS IN MAINLAND CHINA		
No.	Name of Restaurant	City
1	Migas Mercado	Beijing
2	Niajo	Beijing
3	Gran Vía Spanish Restaurant (Gran Meliá Hotel)	Chengdu
4	La Jamonería 33	Chengdu



5	Brownstone Tapas Bar – The MIXC	Hangzhou
6	Brownstone Tapas Bar – IST	Nanjing
7	Brownstone Tapas Bar – Zifeng Plaza	Nanjing
8	Brownstone Tapas Bar – Yongjia Court	Shanghai
9	Brownstone Tapas Bar – Lujiazui Fuzheng Road	Shanghai
10	Brownstone Tapas Bar – The Hub	Shanghai
11	Brownstone Tapas Bar – Taikoo Li	Shanghai
12	Brownstone Tapas Bar – JiuGuang Center	Shanghai
13	Macarena Spanish Restaurant & Bar	Shanghai
14	Mercado 505	Shanghái
15	Mustache	Shanghái
17	Pirata	Shanghái
18	Siesta	Shanghái
19	Tomatito	Shanghai
20	Brownstone Tapas Bar – Bay Plaza	Shenzhen
21	Brownstone Tapas Bar – Uniwalk Qianghai	Shenzhen
22	DÚO Spanish Authentic Cuisine (Gran Meliá Xian)	Xi'an

The Agency is expected to propose a **Content Plan** that conveys the messages of the Campaign. The **communication materials** of the Campaign will be of three different kinds as described below. Examples of these three kinds of materials can be consulted at the **FWS website** (<https://www.foodswinesfromspain.com/en/certified-restaurants-from-spain/restaurants-from-spain-reviews>).

- **Branded content** is the most important material envisaged for this Campaign. ICEX pretends to use branded content to lead the attention of consumers to the **value of the RFS certified restaurants**, generate conversation and notoriety, appeal to the emotions of consumers, and make extensive use of storytelling to convey the messages of the Campaign. Therefore, the Agency is expected to work with media outlets in order to create original content that is directly linked to the RFS brand and its restaurants. Media journalists are expected to develop the content in the style, format and creative language most appropriate to their readers. The contents thus developed will be published as regular information from the headers, in regular sections, fully integrated into the programming, which will enhance their credibility. At suggestion of the Agency, branded content may be co-created with renowned professionals or key opinion leaders.
- **Informative advertising** could be used when branded content is not readily available or not considered convenient for the purposes of the Campaign. This technique will involve a promotion to educate the audience on the value of RFS certified restaurants, compare them to foodservice establishments similar in value and benefits from other countries, and inform on their gastronomic offerings.



- **Persuasive advertising** is considered the least relevant for the purpose of the Campaign. This technique will involve communication that employs an openly sponsored, non-personal message to promote the RFS certification, individual RFS restaurants and Spanish food, beverages, and gastronomy. ICEX considers that persuasive advertising can be used preferably as a complement to branded content.

ICEX will value that all contents produced by the Agency, including branded content, be published under **white label** modalities, which would grant it the right to use the newly created contents (i.e. rights of the agency, photographers, videographers, designers) in other media outlets. ICEX expects that all contents produced in the framework of the Campaign be published on its dedicated **FWS website (www.foodswinesfromspain.com)**, which includes a Chinese language webpage (www.foodswinesfromspain.cn) with contents specifically developed for the Chinese market, as well as in ICEX' accounts in various social media (e.g. Wechat, Weibo, etc.). All the intellectual property rights of the generated contents will be assigned to ICEX for the possible following exploitation of all materials.

The Content Plan must comprise the production of **videos** for distribution on digital media. Video contents are considered especially appropriate for the purpose and available budget of the Campaign, as they increase customer engagement and purchases at RFS certified restaurants. Although the audience will usually spend more time staring at videos than static contents, it is advisable that videos be kept short. Audience engagement will normally decrease with video duration and experience drop-offs with every minute mark. Thus, video pieces must front-load the content, identifying the RFS certified restaurant and the key messages at the first moments. It is important that videos are fit for display in different devices, especially smartphones. Examples of contents suitable for video distribution include showcases of signature dishes, interviews with chefs and restaurateurs, interviews with KOL or patrons about their favorite dishes, captures of live cooking demonstrations, behind-the-scenes captures, or virtual tours of the restaurants, among others. ICEX has produced this kind of videos in other countries, which are available for reference at the **FWS website (<https://www.foodswinesfromspain.com/en/certified-restaurants-from-spain/restaurants-from-spain-join-me-for-dinner>)**.

ICEX wishes to **review** the contents produced by the Agency before their publication or edition for distribution. To this end, the Agency will prepare a briefing of each content, in English language, that will be sent to ICEX in advance for review and comments. ICEX is committed to submit comments in a reasonable time frame to meet the publication schedule proposed by the Agency. ICEX understands that the printed and digital contents will be drafted in Chinese language and that their full translation into English or Spanish is not necessary. However, in the case of **videos**, the Agency is expected to provide ICEX with copies fully subtitled in Chinese and English languages. ICEX reserves the right to approve the final edition of the videos.

The Content Plan must propose a **segmentation** of potential consumers into homogeneous groups, related in terms of behavior patterns, attitudes, demographic features, psychographic profile, and the like. This would facilitate **targeting** those groups whose needs the Campaign has the capability of addressing and designing content offerings in accord with those needs. RFS content offerings must stimulate **engagement** of consumers by a variety of devices, such as demonstration of points-of-difference, or comparisons of Spanish products and restaurants over other well-known products and restaurants in the categories where the former enjoy dominance.

The Content Plan must allocate an **equitable exposure** to all RFS certified restaurants in China mainland, in terms of number of publications, promotional actions or references along the Campaign. ICEX is aware that, given the limited resources of the Campaign, it might not be





possible to produce monographic publications for each certified restaurant. Therefore, a single proposed content might promote several certified restaurants, based on reasoned grouping criteria (e.g. location, regional specialization, targeted consumers, or other features of the certified restaurants). ICEX is also aware that it might not be possible to guarantee that the contents referring to each restaurant will reach the same audience, especially considering that the Media Plan requires a diversity of media outlets, as stated below.

The Content Plan must **avoid making unfavorable comparisons** between RFS certified restaurants or **diminishing the importance of any particular certified restaurant** in relation to others. The Campaign aims to maintain a fair and inclusive approach that highlights the unique features and offerings of every RFS certified restaurant, without inadvertently undermining the reputation of any other. The evaluation of compliance with this aspect will be conducted on a case-by-case basis. For instance, a proposed content with a title like “Migas Mercado has the best Spanish tapas in Beijing” will not be accepted, since it establishes an unfavorable comparison with other RFS certified restaurant located in Beijing that also offers Spanish tapas. On the contrary, a proposed content with a title like “Brownstone has the best Spanish tapas in Hangzhou” might be accepted, since Brownstone is the only RFS certified restaurant in Hangzhou.

When needed, the Agency is expected to **coordinate the production of the contents directly with the RFS certified restaurants**, including those restaurants that might be certified before the end of the Campaign. At the proposal of the Agency, ICEX may issue a cover letter to inform certified restaurants of the content of the Campaign and request their cooperation. However, it is important to remark that the execution of the Campaign must not be affected by the availability of the certified restaurants, so the Agency must be able to produce contents even without the collaboration of the restaurants. In the event that a certified restaurant explicitly refuses to participate in the Campaign, the Agency may propose a replacement to ICEX.

The contents proposed in the Content Plan may require mentions to the **Spanish ingredients and products** offered or used by RFS certified restaurants. In this regard, the Content Plan must try to cover the widest possible range of Spanish products. It is understood that those products with the greater availability in China (e.g., pork meat, boned ham, meat preparations, olive oil, cheese, wines, beers, spirits, and so on) might have greater exposure, while the least exposure will be for products whose export to China is restricted and therefore require substitutes. The promotion of these products shall be carried out under a **white label approach**, and no particular brands or companies shall be promoted.

It must be noted that the RFS certification program requires certified restaurants to offer certain products from **Protected Geographical Indications**, which can be highlighted in the contents proposed in the Content Plan as an additional guarantee of quality and authenticity of the products. When the contents refer to geographical indications that are protected by the Agreement signed by the European Union and the Government of the P.R. China⁸, those contents must include the name of the said indication.

⁸ Agreement between the European Union and the Government of the People's Republic of China on cooperation on, and protection of, geographical indication.

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.LI.2020.408.01.0003.01.ENG>





The Agency is expected to propose a **Media Plan** that represents the most effective combination of content placement, according to the communication objectives of ICEX. The Media Plan will detail the media (online and offline) recommended by the agency, the audience data, the coverage, the cost for each impact, the time schedule, and the total number of publications per outlet.

The proposed Media Plan is expected to be multi-channel, covering **digital media** (digital publications, websites, search engines, KOLs, social media, mobile applications, etc.) and **printed media** (printed magazines, newspapers, etc.). However, in order to reach cost-effectiveness, the Campaign will mostly address to digital media and, as a rule, will not target television or radio. The published digital contents must be accessible by different devices (mobile phones, tablets, and computers).

The **Media Plan shall be balanced and adequate to the different objectives of the campaign in terms of media selection and coverage**. Whereas media brands with international or national prestige and coverage could be useful to achieve larger exposure or to increase the notoriety and prestige of the RFS certification program and Spanish products, local media could also be an efficient tool to promote a particular certified restaurant or group or certified restaurants in a certain city. The Media Plan should take in account different approaches to achieve the objectives of the Campaign from a global perspective in a balanced and efficient way.

The Media Plan will also comprise **Key Performance Indicators** (e.g., number of clicks, reading time) that allow ICEX to measure the efficiency of the agency proposal, as well as the effectiveness of its actual implementation, such as the following:

- **Reach**, or how many individuals the campaign will be in front of over its duration.
- **Coverage**, or percentage of the targeted audience that has received some communication at least once.
- **Frequency**, or how many times individuals will be exposed to the content of the campaign over its duration.
- **Projected views**, or number of times a member of the targeted audience engages with a single content.
- **Impressions**, or number of times that a member of the targeted audience is impacted by a single content.
- **Cost per thousand impressions (CPM)**, or investment necessary to impact 1,000 individuals from our target audience.

The Agency can propose other **improvements or innovations** to the Campaign, which ICEX will value as long as they are clearly identified as such. In particular, ICEX will appreciate formulas for collaboration with **electronic lifestyle information and trading platforms** that cater to the foodservice industry, including platforms dedicated to food delivery services, booking services or customer reviews (e.g. Meituan Waimai, Dianping, Eleme, etc.). It must be reminded that a major objective of the Campaign is to provide a valuable service to RFS certified restaurants. Firstly, electronic platforms that provide information services, commercial offers and discounts are an effective instrument to complete online purchases at RFS certified restaurants, bringing an efficient online-to-offline commercial solution. Secondly, platforms allow users to share local life



experiences conveniently with friends, showing a strong multiplier effect in terms of marketing reach that is very useful for the purposes of the Campaign. Thirdly, platforms provide opportunities to collaborate with highly rated users or Key Opinion Consumers (KOC) who enjoy great respectability and trust. Their reviews are often featured and appear on platform homepages. By attracting those KOC to RFS certified restaurants, visibility can be strengthened and the online-to-offline process can be completed by sharing their reviews on social media.

ICEX has the **right to modify the Content Plan and Media Plan proposed** by the Agency prior to signing the contract or during its execution, in order to increase the effectiveness and the impact of the Campaign, or to adapt to changes in market environment, the promotion strategy of ICEX, and the RFS certification program, among other. These adjustments, which might be undertaken at the initiative of ICEX or the Agency, will not substantially alter the fundamental elements of the Campaign or the Technical Proposal, and will not involve an increase in the contract budget of the Campaign.

1. CONTRACT SCOPE

- 1.1. The scope of this contract is to appoint an advertising and communication agency that will **design, plan, produce, buy and verify a media communication campaign for the Restaurants from Spain certification program in mainland P.R. China.**

2. CONTRACT CONTENT AND JURISDICTION

- 2.1. **Campaign contract.** Once the Agency has been selected, a contract will be signed between ICEX and the Agency (hereinafter, the Contract) that will include copyright issues, activities to be carried out, payment terms and conditions as well as other elements.
- 2.2. **Applicable law and dispute resolution.** Spanish law shall be applicable to the contents of this tender. Any dispute, disagreement, issue or claim which may arise between ICEX and the Agency from the performance of the Campaign and the Campaign contract 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.

3. CONTRACT TERM

- 3.1. **Contract term.** The term of the contract is intended to run for **three (3) months**, starting on the date the agreement is signed by both parties, which is expected to be around **October 1st 30th, 2023**, until **December 31st, 2023**. The final dates of the agreement are subject to variation though.
- 3.1.1. **Tendering and rollover of the Campaign.** The tendering procedure for the selection of the Agency is expected to conclude by **September 30th, 2023**. The Campaign is expected to kick-off from **October 1st, 2023**. These dates are subject to variation though.
- 3.1.2. **Campaign closure.** The closure of the Campaign is intended to take place on **December 31st, 2023**.



- 3.2. Contract renewal.** Once the contract expires, it can be renewed **once** by agreement between ICEX and the Agency. The term of the renewed contract will not be longer than that of the original contract, and the amount will not be higher. The rest of the terms will remain the same as in the original contract. The renewal term, if applicable, would be in 2024.

4. CONTRACT BUDGET

- 4.1. Maximum available contract budget.** The maximum available budget for this Contract is **EUR 120,000**, inclusive of agency fees and expenses of third parties, and excluded of any applicable taxes. Under no circumstances will the contract budget be exceeded.
- 4.2. Estimated Campaign contract value.** The estimated total contract value of this Campaign, i.e., value of the first contract and a possible extension, is **EUR 240,000**, inclusive of agency fees and expenses of third parties, and excluded of any applicable taxes.

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 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 Guangzhou.
- 5.2. 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.
- 5.3. 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.
- 5.4. Invoices.** ICEX expects to be invoiced monthly for the communication and advertising actions implemented, completed and approved by ICEX carried out the previous month.

5.4.1. Invoice details. All the invoices addressed to ICEX must be billed as follows:

ICEX España Exportación e Inversiones, E.P.E.
VAT Number: Q2891001F
c/o Economic & Commercial Office of Spain in Guangzhou
10 Huaxia Road, R&F Building, Suite 503&504, Zhujiang New Town, Tianhe
Guangzhou 510623 Guangdong
Tel: +86 20 3892 7687
E-mail: canton@comercio.mineco.es

- 5.4.2.** All expenses shall be billed with a company invoice containing the items listed below: (a) full company name; (b) company letterhead and/or logo; (c) company address; (d) date; (e) invoice number; (f) company VAT/Tax number; (g) description



of the items; (h) price and sales tax, or indication of tax exempt; and (i) total amount due.

5.4.3. All expenses will be verified against contract terms. In order to facilitate follow-up and audit procedures of ICEX, the Agency is expected to provide all materials and documentation in the same order as the invoices.

5.4.4. All expenses paid to vendors or third parties outside of the Agency shall attach a copy of the invoice of the original supplier and may be subject to payment verification for approval. ICEX reserves the right to carry out verifications by independent auditors in order to verify the veracity of the executed actions and the purchased media.

5.4.5. Unexecuted actions. ICEX expects to pay only for executed actions. In case any communication action is not carried out, it will not be paid, and the corresponding fees will be deducted.

5.4.6. Changes and modifications. Any changes and modifications to the proposed content plan or media plan made in the execution phase shall be expressly approved by ICEX beforehand. Any action that entails a modification of the proposed content plan or media plan that is carried out without ICEX' explicit approval shall not be paid.

5.5. Assignment of the contract. The assignment or full subcontracting of the contract is not allowed.

6. AGENCY PROFILE AND REQUIREMENTS

6.1. Agency profile. ICEX is seeking an integrated advertising and communication agency with demonstrated expertise in the industries of foodservice, gastronomy, food and/or beverages in mainland China. The Agency must have the human and material resources necessary for the successful execution of the Campaign outlined in this brief.

6.1.1. Meetings. The Agency must be able to conduct regular and timely meetings with ICEX, represented by the Economic & Commercial Office of Spain in Guangzhou. ICEX might allow the Agency to conduct meetings by videoconference, if the latter so requests it.

6.1.2. Languages. The Agency must be able to provide services in Chinese (Mandarin) to meet the needs of the Campaign. However, the Campaign proposal will be drafted in English. Communication between ICEX and the Agency will be in English.

6.2. Agency Administrative Requirements: Project References. In order to assess its technical capability to carry out the Campaign, the Agency shall detail in its proposal references for works similar in scale and scope, executed in mainland China and/or other markets over the course of the last **three (3) years**. The references submitted shall indicate the dates, investment amounts, location of execution and, when possible, provide examples of the advertising placements. **These references must be included in File 1** as indicated in **clause 7.2** (Contents of Proposals).



- 6.3. Agency Administrative Requirements: Project Resources.** The Agency must demonstrate possession of the tangible and intangible resources necessary for the successful execution of the Campaign outlined in this brief. In order to assess its capability to carry out the Campaign, the Agency shall detail any **technical resources** to develop its communication and advertising services, e.g., software for graphical design, social media management, public relations, or digital marketing, among other. The Agency shall also demonstrate access to a **strong and cultivated network of contacts in media outlets** throughout mainland China, which will be detailed by reference to internal contact databases, subscriptions to external databases, public relations tools, long-term relationships with media outlets or collaborations with key opinion leaders, among others. **These references must be included in File 1** as indicated in **clause 7.2** (Contents of Proposals).
- 6.4. Agency Administrative Requirements: Financial Solvency.** All competing agencies will be required to provide a solvency report, including their audited financial accounts for the **best of the last three accounting (3) years**. The minimum annual turnover requirement is an amount equivalent to **120,000 EUR**, in the best of the past **three (3) accounting years (2020, 2021 and 2022)**. **These references must be included in File 1** as indicated in **clause 7.2** (Contents of Proposals).
- 6.5. Non-compliance.** Non-compliance with any of the requirements established in the present section will result in the **disqualification** of the agency concerned. However, ICEX allows competing agencies to comply with the requirements set in this brief by means of subcontracting, joint ventures or other business cooperation agreements. In this case, competing agencies must clearly state in their offer if they use any of these options to meet the requirements set in this brief, and provide documentation that legally demonstrates the extent and seriousness of the relationship between companies involved.

7. CONTENTS OF PROPOSALS

- 7.1. Proposal content.** The competing agencies are expected to present a proposal that includes **three (3) separate files (Administrative Requirements; Technical Proposal, and Financial Proposal)**, as detailed below. Proposals that miss anyone of the said documents will be considered incomplete and excluded.
- 7.2. File 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 projects of similar scale and scope, as stated in **clause 6.2**.
 - **Project Resources.** The dossier should detail tangible and intangible resources available to the project, as stated in **clause 6.3**.



- **Financial Solvency.** All competing agencies will be required to provide a solvency report including their audited financial accounts for the **best of the last three (3) accounting years (2020, 2021 and 2022)**, as stated in **clause 6.4**.

7.3. File 2: Technical Proposal of the Agency (PDF file). All competing agencies must present a detailed work proposal, **without any reference to the fees (considering that the inclusion of this information will cause the automatic exclusion of the bidder)**, and work plan for all project categories. Proposals that include any reference to the project fees will not be considered. The Technical Proposal may not exceed, in total, **twenty (20) pages**.

7.3.1. Project Team. The Agency shall detail in its proposal the team of employees and consultants assigned to this contract (**hereinafter, the Team**), specifying the professional qualifications 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 Campaign. The resumes of the experts must be **anonymous** and not contain their personal data.

7.3.1.1. The requirements set in this section are mandatory, and agencies that do not present in their proposal a team that meets all the requirements will be excluded. While the Agency is allowed to comply with the requirements set in this brief by means of subcontracting, joint ventures or other business cooperation agreements, the proposal must clearly detail which roles will be supplied by subcontracting. ICEX expects that all key Team members assigned by the Agency to the contract remain committed to the Campaign for its entire duration.

7.3.1.2. The Agency must detail in its proposal the role of each Team member assigned to the different program areas of this Campaign. In addition, their detailed resúmenes must be included in the proposal, according to the model included in **Annex I** (MS Excel file).

7.3.1.3. ICEX expects that all key Team members (i.e. Team Leader, Team Administrator and Team Contact Person) assigned by the Agency to the contract have a sufficient command of English and Chinese (Mandarin) languages to meet the needs of the Campaign. It is reminded that, though the Agency is expected to deliver communication and advertising services in Chinese (Mandarin), communications between ICEX and the Agency will be in English. If some or all Team members have sufficient command of Spanish to communicate with ICEX in such language, it can be considered as an improvement which will be valued, **as long as it is clearly identified as such improvement** in the Technical Proposal. In this regard, the said improvement does not exempt from the requirement to also master English and Chinese (Mandarin) languages.

7.3.1.4. Team Leader. The Agency must designate a senior member of the Team responsible for the planning, organization, and overall implementation of the Campaign. This member should have a minimum **five (5) years** of experience in the advertising and communication industry, and a minimum of **two (2) years** in advertising and communication for the industries of foodservice, gastronomy, food and/or beverages in mainland China.



7.3.1.5. Team Administrator. The Agency must designate a member responsible for all reporting and accounting, in order to ensure compliance on a timely basis. This member should have a minimum **two (2) years** of verifiable experience with similar administrative and accounting matters in mainland China.

7.3.1.6. Team Contact Person. The Agency must designate a single contact person that is informed of all aspects of the contract, including administrative matters, and has direct communication with ICEX, as represented by the Economic & Commercial Office of Spain in Guangzhou. This member should have a minimum **two (2) years** of verifiable experience with similar coordinating matters in mainland China.

7.3.2. Project Content Plan. The proposal of the Agency must include a detailed **Content Plan** to promote the “Restaurants from Spain” certification program, RFS certified establishments in mainland China, and ultimately Spanish foodstuff, beverages and gastronomy in the context of the RFS initiative. The Content Plan will have a special focus on high purchasing power consumers, located in those cities with a larger demand/offer of international gastronomy establishments and/or presence of RFS certified restaurants. It is remarked that the implementation of RFS outside of mainland China is not the object of this Campaign.

7.3.2.1. The **Content Plan** must comprise suggestions for **original content creations** to be produced and distributed throughout media outlets and KOL accounts. These content proposals can comprise **branded contents, informative advertisements** and **persuasive advertisements**. For the purposes of the Campaign, branded contents are considered the most convenient, although other types of content can also be used in a limited manner, especially as a complement of branded contents and to reinforce their messages. ICEX expects the Content Plan to have a **minimum of 15 original content creations, including at least 3 video contents**.

7.3.2.2. ICEX expects the Agency to work directly with media outlets and KOLs, as well as with the RFS certified restaurants, to create the original contents comprised in the Content Plan. The Agency will be responsible for **all necessary production and adaptation of contents** in order to fulfill the proposed distribution and airing of communication actions. Therefore, the proposal must provide enough information on how the Agency will achieve the successful implementation of the Campaign.

7.3.2.3. It is remarked that the main features of the original content creations proposed in the Content Plan, including creativity and messages, must be consistent with those previously developed by ICEX in the framework of RFS promotion campaigns implemented globally, examples of which are available at **FWS website** (<https://www.foodswinesfromspain.com/en/certified-restaurants-from-spain>).



7.3.2.4. In order to facilitate the assessment of the Content Plan by ICEX, the **proposal of the Agency must include content plan summary tables, according to the model of Annex II (Content Plan).**

7.3.3. Project Media Plan. The proposal of the Agency must include a detailed **Media Plan** that represents the **most effective combination of content placement in different Chinese media outlets and social media**, according to the communication objectives of the Campaign. The Media Plan will detail the media (online and offline) recommended by the Agency, the audience data, the coverage, the cost for each impact, the time schedule, and the budget.

7.3.3.1. In order to reach cost-effectiveness, the proposed Media Plan is expected to focus on **digital media** (digital publications, websites, search engines, social media and mobile applications, etc.), though **printed media** are also allowed. The published digital contents must be adapted to access from different devices (mobile phones, tablets, and computers).

7.3.3.2. ICEX expects the **Media Plan to have a minimum of 20 publications**, including original publications by the selected media and additional publications on different communication channels (e.g. the original publication of article A in Magazine + the publication of article A in the magazine's Weibo account will be accounted for as 1 original creation but 2 publications).

7.3.3.3. The Media Plan must include a timeline, complete with workflow charts, which itemizes the media titles, properties, publishers and platforms proposed.

7.3.3.4. ICEX will value the collaboration of the Agency with **electronic lifestyle information and trading platforms** catering to the foodservice industry, including platforms dedicated to food delivery services, booking services or customer reviews, for the promotion of RFS certified restaurants.

7.3.3.5. In order to facilitate the assessment of the Media Plan by ICEX, the **proposal of the Agency must include a media plan summary table, according to the model of Annex III (Media Plan).**

7.4. File 3: Financial proposal of the Agency (MS Excel file). All competing agencies must present a **Financial Proposal**, including a detailed budget for the Campaign and a proposed breakdown of all costs, according to the table depicted in **Annex IV (Financial Proposal) (MS Excel file)** of this briefing. The **content creation costs, media contracting costs, verification, deliveries, reporting, etc.**, and all **applicable taxes** must be specified and included in the above cited amounts. The Financial Proposals **must exhaust the maximum available contract budget, without exceeding it**. Proposals exceeding the maximum available budget, as stated in **clause 4.1**, will be automatically excluded. Costs will be structured in two separate parts: in-house costs and third-party costs.

7.4.1. Content creation and administrative costs (in-house costs). These include the creation of the contents of the campaign, the selection and the management of the media outlets to be contracted, drafting of guidelines for the elaboration of the



content by the outlets, designing of banners and adverts (if necessary), reporting, invoicing, verification, coordination, agency fees and other costs. The competing agencies should be aware that all local transportation, mail, messenger and equivalent costs will be considered as part of the administrative costs and shall be covered by the Agency. The in-house costs **should amount to no more than 40% of the net total of the contract (48,000.00 EUR)**. Any proposal whose content creation and administrative costs exceeds this amount shall not be considered, being automatically excluded.

7.4.2. Media contracting costs (third-party costs). Costs allocated to contracting the media outlets in which the content of the campaign will be displayed. These costs **should amount to no less than 60% of the net total of the contract (72,000.00 EUR)**. Any proposal whose media contracting cost are less than this amount shall not be considered. The selected Agency will provide ICEX a copy of the invoices issued by the media outlet to verify the compliance with this clause.

7.4.3. 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.

7.4.4. Currency. The Financial Proposal will be drafted in **EUR (Euro)**.

8. SUBMISSION OF PROPOSALS

8.1. Invitation to tender. ICEX, represented by the Economic & Commercial Office of Spain in Guangzhou, will send this brief to different advertising and communication agencies. The briefing will also be published on the website of ICEX (<https://china.oficinascomerciales.es>).

8.2. Submission of proposals. The agencies wishing to participate in the tender must send the documentation listed below, exclusively in digital format (PDF & MS Excel), **ONLY** to the e-mail tenders@icex.es before **September 22nd, 2023 at 09:00 Madrid time (15:00 Beijing time)**. Proposals not submitted within the deadline will be automatically excluded.

8.2.1. 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). When using a **file transfer service**, competing agencies are encouraged to timely inform ICEX in a separate email, in order to prevent the first email from being intercepted by antisppam or antivirus tools.

8.2.2. 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.

8.2.3. Language. The proposal will be drafted and presented in English. Documentation in Chinese (Mandarin) or any other language shall be translated into English by the Agency as appropriate.



8.2.4. 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.

- 8.3. 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, according to the procedure stated in **clause 8.4.**
- 8.4. 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 in the term specified in the communication made. If the bidder does not comply with the given term for clarification it might be excluded from the bidding process.
- 8.5. 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.
- 8.6. Assessment of proposals.** The File 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 File 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, the File 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price (fees) contained in the Financial Proposal offer will not be known until that moment. The inclusion of documents showing the economic offer in File 1 or File 2 will suppose the **automatic exclusion** of the bidder.
- 8.7. Selection of agency.** 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 agencies and published on the webpage of the Economic & Commercial Offices of Spain in China, as well as on the website of ICEX, in order to enable the selected agency to begin work promptly.
- 8.8. Contact persons.** Questions related to this briefing might be addressed in written form until **September 19th, 2023 at 09:00 Madrid time (15:00 Beijing time)** only through the e-mail 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.

9. EVALUATION CRITERIA

- 9.1. 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.)
<p>I. Financial Proposal</p> <ul style="list-style-type: none"> • ICEX will assess the content creation and administrative costs (in-house costs) proposed by the different competing agencies. If necessary ICEX will treat as such costs not only those specified by an agency, but also other specified amounts for each activation that might be rightly considered as such. • ICEX will award the maximum score (20) to the Financial Proposal with the lowest content creation and administrative costs (in-house costs). ICEX will award other Financial Proposals with the proportional score following the economic formula of differences from the arithmetic mean calculated between the offers made. Financial Proposals whose content creation and administrative costs (in-house costs) exceed the maximum available budget allocated to this item as stated in clause 7.4.1 will not be considered. • Financial Proposals must exhaust the maximum available contract budget, without exceeding it. Financial proposals that exceed the maximum available contract budget as stated in clause 4.1 will be automatically excluded. 	<p>20</p>
<p>II. Technical Proposal</p> <ul style="list-style-type: none"> • 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 to each of the components of the Technical Proposal, as described below. • Technical Proposals that do not receive at least 15 points in components II.2 and II.3, respectively, will be automatically excluded. • Where a mathematical comparative function between the proposals received will not be applicable, ICEX will award responses to the Technical Proposal as follows: <ul style="list-style-type: none"> Non-compliant. The proposal does not comply with basic requirements and/or lacks basic information or detail to be properly assessed. 0% of maximum score Partially compliant. The proposal states that the agency can meet some but not all of the requirements and/or does not provide sufficient information or detail on how they will do so. 50% of maximum score Fully compliant. The proposal states that the agency can meet all the requirements and provides information and details on how they would do it. 75% of maximum score Exceeds requirements. The proposal states that the agency can meet all the requirements, provides detailed information on how they would do it, and excels at presenting value actions or approaches. 100% of maximum score 	<p>80</p>



<p>The punctuation of each of the following sections and subsections will be proportionally given attending to the prior criteria.</p>	
<p>II.1. Technical Proposal: Project Team.</p> <p>ICEX will evaluate the contribution by the Agency of additional personnel in the Project Team, such as staffers or consultants, renowned experts in the food, beverage and/or gastronomy industry in China, renowned experts in communication and advertising and social media marketing, and/or notable prescribers, with a maximum of five (5) points.</p> <p><i>II.1.a. Team Leader: one (1) 1 point for every year of professional experience in the required functions in mainland China, starting from the 6th year</i></p> <p><i>II.1.b. Team Administrator: 1 point for every year of professional experience in the required functions in mainland China, starting from the 3rd year</i></p> <p><i>II.1.c. Team Contact Person: 1 point for every year of professional experience in the required functions in mainland China, starting from the 3rd year</i></p>	<p>5</p>
<p>II.2. Technical Proposal: Content Plan.</p> <p>ICEX will evaluate the adequacy of the proposed Content Plan with a maximum of thirty (30) points. ICEX will assess the extent to which the proposed Content Plan most efficiently satisfies the Campaign objectives, the level of detail and justification of the chosen approach, and the adequacy of the proposed content. ICEX will award each of these elements as follows:</p> <p><i>II.2.a. Target audience and brand alignment: analysis, values, messages, tone</i></p> <p><i>II.2.b. Adequacy of the proposed promotion for restaurants</i></p> <p><i>II.2.c. Adequacy of the proposed promoted for the RFS program</i></p> <p><i>II.2.d. Adequacy of the proposed content types</i></p> <p><i>II.2.e. Number of original creations proposed, excluding video format. The proposal with the highest number of original creations will be awarded maximum score and other proposals with the proportional score</i></p> <p><i>II.2.f. Number of original creations proposed in video format. The proposal with the highest number of original creations in video format will be awarded maximum score and other proposals with the proportional score</i></p>	<p>30</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p>
<p>II.3. Technical Proposal: Media Plan.</p> <p>ICEX will evaluate the effectiveness of the proposed Media Plan with a maximum of thirty (30) points. ICEX will assess the effectiveness of the proposed media selection and its justification and level of detail, and how the plan ensures the successful achievement of the Campaign objectives. ICEX will award each of these elements as follows:</p> <p><i>II.3.a. Media plan adequacy and balance to achieve the Campaign objectives</i></p> <p><i>II.3.b. Media plan estimated impact (Key Performance Indicators)</i></p> <p>ICEX will award the maximum score to the proposed Media Plan with the highest projected views, the highest impressions, and the lowest cost per thousand impressions. ICEX will award other proposals with the proportional score.</p> <p><i>II.3.b.1. Projected views.</i></p>	<p>30</p> <p>15</p> <p>15</p> <p>5</p>



II.3.b.2. Impressions.	5
II.3.b.3. Cost per thousand impressions (CPM).	5
<p>II.5. Technical Proposal: Innovations and Improvements.</p> <p>ICEX will evaluate any innovations or improvements of the Technical Proposal with a maximum of fifteen (15) points.</p> <p>In this regard, ICEX will value those elements of the proposal that represent notable innovations or improvements in the conception or execution of the Campaign, e.g. contribution of additional deliverables or tools to efficiently monitor the impact and results of the Campaign.</p> <p>For any innovation or improvement to be considered in this component it must be clearly stated as such in the Technical Proposal of the competing agency. The amount of any innovation or improvement must be included in the proposed budget and cannot entail an additional cost.</p>	15
TOTAL	100

9.2. Anomalous Financial Proposals. Financial Proposals will be evaluated to determine whether they can be considered disproportionate or anomalous. Bids will be considered anomalous when (a) the Financial Proposal is 20% lower than the maximum available budget for in-house costs, in case there are fewer than three bidders, or (b) the Financial Proposal is 10% lower than the arithmetic mean of all bids submitted for in-house costs, in case there are three or more bidders, excluding the most expensive bid for the calculation of the arithmetic mean. Whenever a bid is considered anomalous, the interested agency will be requested to justify its proposal, its terms and its conditions, from an economic and juridical perspective, within the **seventy-two (72) hours** following notification. Having received the plea or the aforesaid time limit having expired, ICEX will decide, upon technical advice if necessary, on considering the bid as anomalous, excluding it accordingly.

9.3. 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 template. This will be credited by the correspondent signed and valid contracts by the bidders.
- Lower percentage of temporary contracts in the workforce of each of the companies. This will be credited by the correspondent signed and valid contracts by the bidders.
- Higher percentage of women employed in the workforce of each of the companies. This will be credited by the correspondent signed and valid contracts by the bidders.
- A draw, if the application of the above criteria had not resulted in a tiebreaker.



10. OBLIGATIONS

10.1. 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.
- The intellectual property and rights of the contents and material used for the campaigns object of this bidding procedure as stated in clause 10.4.4.

10.2. Monthly Report. The Agency will provide to ICEX a **Monthly Report** with the documentation and evaluation of the actions implemented each month in the framework of the Campaign, as well as a planning of the actions foreseen for the next month. In these reports the Agency will also provide a detailed update of the running budget and financial position of the Campaign, including expenses and commitments.

10.3. Final Report. Likewise, at the end of the Campaign, the Agency shall submit a **Final Report**, comprising the following items: (i) executive summary; (ii) a complete report on all activities carried out, goals achieved and funds invested in the performance of the Campaign, including evaluation of the actions and proposals for improvement; (iii) a list of all media outlets that participated in the actions of the Campaign; (iv) all contents developed in the course of the Campaign. The Final Report will be submitted within **ten (10) days** from the end of the Campaign.

10.4. Copyright and information rights. The intellectual 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.



- 10.4.1.** All materials produced are the property of ICEX, including any intellectual property, printed materials, photography, website, videos and other offline and online publications.
- 10.4.2.** 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.
- 10.4.3.** The Agency will send in real time the placements developed in the course of the Campaign to ICEX so that they may be referenced in the global accounts of ICEX (e.g. ICEX and ICEX' Food and Wines from Spain, among others).
- 10.4.4.** 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 property rights of third parties or constitutes an undue appropriation of trade or industrial secrets belonging to third parties.

10.5. Confidentiality. The Agency is obliged to maintain professional confidentiality regarding 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 and its extension are 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.

10.5.1. 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.

10.5.2. 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.

10.5.3. 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.

11. CANCELLATIONS

11.1. 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.



- 11.2. Cancellation or postponement of actions.** In the event an action is not held, ICEX shall solely satisfy the certain and proven 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. In the event that the said action is postponed, the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible.

12. CLIENT ORGANIZATIONS

- 12.1. ICEX España Exportación e Inversiones, E.P.E.** ICEX is a public business entity dependent of the Ministry for Industry, Trade and Tourism of Spain. It is represented in P.R. 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).
- 12.2. The Economic & Commercial Office of Spain in Guangzhou.** The Economic & Commercial Office of Spain in Guangzhou is a diplomatic service, integrated in the Consulate General of Spain in Guangzhou. The Office is responsible for promoting trade and investment between Spain and the provinces of Fujian, Guangdong, Guangxi, Guizhou, Hainan, Hunan and Yunnan. It is also tasked for the promotion of Spanish foodservice establishments in China in the framework of this Campaign.
- 12.3. European Regional Development Fund (ERDF).** This Campaign 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 2013⁹, and, in particular, the following:
- 12.3.1.** 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.
- 12.3.2.** 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

⁹ 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>





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 23 December 2021**

**Aitor J. Mate Rincón
Chief Economic & Commercial Counselor
Economic & Commercial Office of Spain in Guangzhou**

Guangzhou, P.R. China, on the date included in the signature

