



CAMPAIGN TO PROMOTE SPANISH FOODS AND BEVERAGES IN IRELAND Eat Spain Drink Spain 2024

Dates: October 1st - 15th, 2024

**Briefing / Call for proposals
for Marketing, PR, Event Management and Communication
Agencies in Ireland.**

The Spanish Economic and Commercial Office in Ireland, in collaboration with **ICEX Spain Trade and Investment, E.P.E.** (hereinafter, ICEX), invites qualified Agencies (hereinafter, the Agency), to submit a proposal to support the Office in the successful implementation of the EAT AND DRINK (hereinafter ESDS) campaign 2024 for Foods & Wines from Spain (hereinafter, FWFS) in Ireland.

ICEX is a Spanish public body established in 1982 whose main purpose is to promote the internationalisation of the Spanish economy. ICEX is attached to the Ministry of Economy, Trade and Companies) and is responsible for developing and implementing the Ministry's international economic policy.

The Spanish Economic and Commercial Office in Dublin is responsible for promoting trade and investment between Spain and Ireland within its sphere of competence.

ESDS is an initiative conceived to promote Spanish wines and food products to consumers, trade, and media in a range of cities across Ireland.

1. -	Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E. (ICEX Spain Trade and Investment) VAT No. Q2891001F
2. -	Scope of the contract:	To select a Marketing/ PR / Event Management and Communication Agency with experience in promoting restaurants, foods, and beverages for devising and implementing the ESDS Communication and PR Campaign.
3. -	Submission of tenders:	<p>The 3 separate documents that represent the proposal need to be sent via email EXCLUSIVELY to tenders@icex.es by 10:00 AM IST on 15th July 2024</p> <p>Attachments should not exceed a total of 4MB in size; if they are larger, a tried and tested file transfer service should be used.</p>



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BACKGROUND

Spanish cuisine has transcended mere culinary appreciation in the Irish market, evolving into a culinary phenomenon that captivates consumers across the country with its diverse blend of traditional, modern, and cross-cultural influences.

A. Spanish wines.

Spanish wines have entrenched themselves as pillars of the Irish wine market, **ranking second only to Chile in sales, according to the latest Drinks Ireland report.** This surge in demand for Spanish wines is not merely a consumer trend but also a recognition among media, wine experts, and members of the trade.

Wines from Spain offer an extensive range of world class wines crafted from indigenous and organically grown grape varieties, displaying the regional diversity of its 71+ protected designations of origin. **Spain today is the third largest producer of wine, the world leader in wine exports and the #1 leader in organic vineyards planted.**

Wines produced in Rioja, Ribera del Duero, Rias Baixas and Rueda with the native Tempranillo, Garnacha, Albariño (**Ireland is the third biggest market in the world for Albariño**) and Verdejo grapes are most widely distributed in the market along with Cava, Spain's signature traditional method sparkling wines, as well as the unparalleled fortified wines of Jerez. But less familiar regions working with Monastrell, Mencía, Bobal, Cariñena, Godello, Macabeo and dozens of other indigenous varieties have also found the favor of the Irish wine media, trade and wine loving consumer.

B. Foods from Spain

Foods from Spain has become synonymous with quality and authenticity in Ireland, thanks to their rich heritage and uncompromising standards.

These include a variety of quality and gourmet foods such as: olives, olive oils (i.e. as gourmet EVOO sourced from estate grown olives), sherry vinegar (from Jerez a unique product with Designation of Origin), cheeses (Famed Manchego and so many more gourmet cheeses), Ibérico meat, Ibérico ham and charcuterie (Spain's gastronomic jewel), fish preserves – tuna, anchovies (sardines, etc. -), piquillo peppers, quince paste, crackers, tortas, gourmet potato chips (truffle, Ibérico ham flavour) pimentón (unique distinctive smoked paprika), saffron, marcona almonds, etc.

C. Market Potential

The demand for high-quality Spanish products in Ireland has reached unprecedented levels, evidenced by its flourishing presence in different shops such as Taste of Spain, Fallon and Byrne, Sheridans, O'Briens, Mitchell and Sons, Butler's Pantry, Ardkeen, Heart of Spain, etc.

Events like "Spanish Wine Week" have emerged as pivotal moments for celebrating Spanish wines, drawing enthusiastic participation from consumers eager to explore the diverse offerings from Spain's rich viticultural landscape.

The emphasis on fresh, seasonal ingredients in Spanish cooking aligns well with the Irish appreciation for quality produce. The focus on olive oil, fresh vegetables, seafood, and legumes resonates with the growing trend towards a healthy Mediterranean diet in Ireland. Popular Spanish staples like cured meats (chorizo, jamón ibérico), cheeses (manchego), and tapas perfectly complement the Irish love for charcuterie and pub fare.

In the **Irish hospitality sector**, Spanish cuisine has carved out a prominent niche, with a vibrant array of Spanish restaurants and bars dotting the culinary landscape. From bustling tapas joints to upscale Spanish eateries (La Gordita, Uno Mas, Cava Bodega, Port House) the presence of Spanish gastronomy is palpable and continues to captivate Irish diners. Additionally, Irish chefs are embracing the fusion of Irish and Spanish flavors, creating innovative dishes that showcase the best of both culinary worlds.

In bars and restaurants across Ireland, Spanish wines are a staple on wine lists. Whether sipped alongside tapas or paired with gourmet dishes, Spanish wines continue to garner accolades for their quality, versatility, and value for money.

OBJECTIVE AND TARGET OF THE ESDS CAMPAIGN

Designed to celebrate the impressive variety and diversity of Spanish gastronomy and beverages, during the period of the ESDS campaign there will be tastings, wine pairing dinners, food and wine tours, and workshops that will bring together food and wine enthusiasts across Ireland who want to learn and have some fun while tasting a range of delicious Spanish foods and wines.

Some of the finest retailers, wine merchants, and hospitality venues in Ireland will be offering promotions, discounts, and tasting events to sample a variety of regional Spanish specialties.

The goal is to generate excitement and appreciation for the vast and diverse landscape of Spanish gastronomy, beverages, and flavors.

Target Markets:

- Consumers (public interested in international cuisines, wines, foodies seeking authentic experiences)
- Bars, hotels, and restaurants (upscale restaurants, tapas bars, establishments with beverage programs)
- Media (food and beverages journalists, travel writers, social media influencers specializing in foods, etc.)
- Importers and retail (wine shops, gourmet food stores)

SCOPE AND COLLABORATION

We're looking for partners to help us create a week-long program filled with tastings, tours and special offers and promotions at bars, restaurants, and food and wine stores.

We will be working with a Marketing/ PR / Event Management and Communication **Agency** alongside other "collaborators" that are Spanish food and wine experts in the trade industry. This collaboration with both the Agency and the collaborators will ensure all ESDS campaign activities are aligned to maximize synergies and a comprehensive coverage across the campaign's various activities, including:

- Bar/Restaurant and Retailer Promotions
- Communication and PR Campaign
- Additional Consumer and Trade Events

For this briefing, the Spanish Economic and Commercial Office in Dublin invites qualified Agencies to submit proposals for devising and implementing the **ESDS Communication and PR Campaign**.

AGENCIES RESPONSABILITIES

1) Communication and Public Relations

Objectives:

- ✓ Design and implement a communication strategy for the ESDS campaign, following ICEX guidelines, to **promote all the activities of the ESDS on media and social media, including the Agency** social media channels (Instagram/Twitter, etc.).
- ✓ Increase brand awareness for FWFS and the ESDS campaign.
- ✓ Drive registrations and attendance for ESDS events across the country.
- ✓ Generate positive media coverage about Spanish cuisine and wines.

Tasks to perform:

- Create and issue **press releases**.
- Create **pre-event calendar listings** in major wine and food industry websites and publications.
- Proactively seek **media interviews /coverage** for ESDS participants maximizing coverage before, during and after the ESDS campaign.
- **Identify media influencers, local journalists**, etc. to be reached and invite them to the additional consumer and trade events.
- Identify and negotiate sponsored content and **collaborations with food and wine influencers** (i.e. deliver samples, press pack, etc.)
- **Partner with media** outlets to leverage reach and influence of ESDS (All the food, Lovin Dublin, Irish Country Living, Irish Times, etc).
- Develop and manage **competitions** on media and social media to encourage consumer participation in various activities and events.
- **Monitor and Measure** media coverage, social media engagement and reservation bookings to the events to evaluate the success of the communication campaign.
- **Social media management:**
Generate digital content (photos, videos, text) and regular posts to amplify event reach and impact. Use event-specific hashtags and create content for our ICEX main social media channel: Instagram and FB.

<https://www.instagram.com/spainfoodwine>

<https://www.facebook.com/FoodsWinesFromSpain>

The Social Media communication plan for the Eat Spain Drink Spain should be created by the Agency.

Timeline of posts at ICEX social media channels is especially important to be planned, coordinated, and timed with ICEX headquarters. We also expect the Agency to actively promote the campaign on their own social media channels.

2) Event: ESDS Press and Influencer Launch

- Manage invitations and RSVPs suitable for the target audience.
- Generate digital content (photos, videos, text) to amplify event reach and impact.

3) Follow-up and Reporting

- Follow-up and Engagement: Engage with influencers and media after the events.

- Analyse and compile all the media and social media coverage.
- Prepare a final report with photos summarizing all activities, results assessment, and conclusions/areas for improvement for future editions.

The Agency's point of contact will be the Spanish Economic and Commercial Office in Dublin, which will co-ordinate the activities with the Agency and supervise the agreed programme of promotional activities and the invoicing thereof.

The Agency will be required to provide regular reports on all the activities carried out, as well as budget reports. At the end of the contract the Agency will be required to deliver a final report with the results of the campaign.

AGENCY PROFILE AND REQUIREMENTS

The Agency selected will possess demonstrated expertise in the Irish wine, gourmet & gastronomy sector, and media, with a strong and established track record in food and wine marketing and promotion.

a. Project resources. The Agency must demonstrate that it possesses both the tangible and intangible resources necessary for the successful implementation of the campaigns described in this briefing. To enable an effective evaluation of the capacity to undertake the campaigns, the Agency must detail all technical resources to be deployed and state the names of the core team that is responsible for the project.

b. Agency Staffing. The proposed team must include, at least, the following two key members:

- A Project Director: at least 5 years' experience in Ireland in team management, and at least 2 years 'experience in food and drinks promotion in the Irish market.
- A Senior Consultant: at least 2 years of experience in food and drinks promotion.

Their detailed resumes must be included in the proposal. Agencies that do not present in their offer a team that meets all the requirements, will be excluded. However, it is possible to comply with the requirements through subcontracting or joint ventures, among others.

c. Conflict of interests. The selected Agency must guarantee that during the contract period it will not work either in whole or in part for other clients, whatever their nationality, who have interests that may conflict with those of ICEX in this contract.

TERM OF THE CONTRACT

The services described are scheduled to run from **the date of the signing of the Agreement to October 30th, 2024, without any possible renewals.**

BUDGET

The budget for the 2024 campaign has been set at a maximum of 18.000 EUROS (excluding taxes) and inclusive of fees and any third-party expenses.

As the contract is non-renewable, the **maximum value of the contract**, is the same as the base tender budget.

PROPOSAL SUBMISSION REQUIREMENTS

This brief is being circulated to multiple PR Agencies.

Companies wishing to take part in the tender process must send the following documentation, in digital format, to the following e-mail address **ONLY: tenders@icex.es, by 10:00 AM IST, 15th July 2024**. Proposals not submitted by the deadline will automatically be excluded.

Participating Agency must submit a proposal including 3 (three) separate documents (1.- Administrative Requirements; 2.- Technical Proposal and 3.- Financial Proposal), as detailed below. Proposals that do not include all these documents will be considered incomplete and will therefore be excluded.

A. **Document 1:** Administrative requirements for the Agency. All agencies submitting bids must provide an electronic file in PDF format containing the following documents:

1. **Letter of acceptance.** All participating agencies must submit a letter of acceptance, signed by a legal representative of the company, accepting every term and condition stipulated in these specifications.
2. **Letter confirming that the team fulfils the requirements** without any reference to their names or CVs.

B. **Document 2: Technical proposal of the Agency** (in PDF format). All applicants must submit a detailed proposal for the project, excluding any reference to price, and a work plan in line with the above strategy and objectives.

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

C. **Document 3:**

a. **Financial proposal for the tender** (MS Excel file). All participating firms must submit a financial proposal (the budget), including a detailed project budget and a breakdown of all related expenses / costs. Taxes, if applicable, must be indicated in a separate section of the proposal. Proposals that exceed the base tender budget excluding taxes, will not be considered.

a-b. **Project human resources.** the Agency must provide details of the team of employees to be assigned to this contract (hereinafter referred to as the Team), specifying the professional qualifications and previous projects undertaken by Team members, as well as a description of the functions and tasks to be performed, to ensure that the Team has sufficient resources and can carry out the tasks required by the campaign. Please include detailed resumes (maximum 2 pages per person) in the proposal.

The requirements set out in this section are mandatory, and companies that do not propose a team that meets all these requirements will be excluded. While the Agency may meet the requirements set out in this briefing through subcontracting, joint ventures or other business cooperation arrangements, the proposal must give clear details of which functions are to be provided via subcontracting. ICEX expects all key Team members assigned to the contract by the Agency to be committed to the project for the duration of the contract.



As any change in the key Team members assigned at the beginning of this project could affect the way it is run, express prior authorisation must be obtained from ICEX for any such amendments.

All files must be in **digital format** (PDF and MS Excel) only. Neither the e-mails nor the individual files sent as attachments may exceed 4MB in size. In the case of larger files, participating Agency must use a previously verified file transfer service (e.g., WeTransfer, Dropbox or similar). They will be opened sequentially.

All costs / expenses incurred by the participating companies in the preparation of proposals, submissions and quotations will be borne by the companies themselves. Bid submission will not entail the payment of any fee or the reimbursement of any expenses by ICEX.

Modification of proposals. Once a proposal has been submitted, ICEX will not accept the submission of any modifications, additions, or corrections, unless such modifications, additions or corrections are in response to a clarification requested by ICEX.

Evaluation of proposals. Document 1 (Administrative Requirements) will be opened and evaluated first. Once it has been verified that the participating company complies with all the requirements set out in these specifications, Document 2 (Technical Proposal) will be opened, evaluated, and assigned a score. Finally, document 3 (Financial Proposal) will be opened, evaluated, and assigned a score. Therefore, the financial proposal will not be known until this final stage.

A decision will be taken as soon as possible after the published deadline for the submission of proposals. All participating companies will be notified of the decision by e-mail, to enable the successful Agency to commence work as soon as possible.

EVALUATION

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

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

Total budget for the activity	30 points
Project Management Experience	25 points
Proposal Communication and Social Media Campaign	45 points
Total	100 points

Total budget for the activity (30 points)

Financial proposals must not exceed the **maximum budget of €18,000 (excluding taxes)**, whilst striving to fully utilize it. Proposals exceeding this amount will be excluded.

Evaluation Criteria: Proposals will be evaluated based on a combination of factors, including:

- The highest score will be awarded to the agency that offers the lowest percentage fee as a percentage of the total price.
- Rest of the offers will have the following formula applied: $\text{points per offer} = (\text{fee as a percentage of the price of the best offer} / \text{fee as a percentage of the price of the offer}) \times \text{maximum score (30)}$.

Project Management Experience (25 points)

Please provide details of the Agency's project management experience relevant to the ESDS campaign, including:

- The experience of the Project Director responsible for the planning, organization, and overall implementation of the program. The Project Director should have a minimum of 5 years of verifiable experience in managing similar projects.
- The qualifications and experience of the Senior Consultant and team members who will be assigned to this project. Highlight experience relevant to the ESDS campaign, such as target audience expertise or experience with similar campaigns.

Evaluation criteria:

- **Project Director** responsible for the planning, organisation, and overall implementation of the programme. This person should have a minimum 5 (five) years of verifiable experience.
Minimum Experience 5 years = 0 points
1 point per additional year over the 5 years required, up to a maximum of 15 points.
- **Senior Consultant** with experience in food and drinks promotion
Minimum Experience 2 years = 0 points
1 point per additional year over the 5 years required, up to a maximum of 10 points.

Technical Proposal: Communication and Social Media Campaign (45 points).

This section assesses the Agency's proposed communication strategy and media plan for the ESDS campaign. Please provide:

- A detailed breakdown of the specific activities you will undertake to achieve the campaign objectives (10 points). We will assess the plan based on the degree of detail and comprehensiveness of the plan.
- Media plan (15 points): detailed description of how the marketing and communications strategy will be developed, specifying: Which media channels (e.g., social media, traditional media, influencer marketing) will be used to reach the target audience, number of actions and types of Content (e.g., articles, press releases, posts, videos, etc.) aligned with audience demographics.
- Technical quality of the proposed activities (10 points): the general procedures and means used to carry out the proposed activities will be assessed, i.e. the professional level of preparation, implementation, and monitoring of the activities and the quality of the planned content (e.g., creativity, visual appeal, adherence to brand guidelines).

- Calendar (10 points): Presentation of a daily, weekly, monthly work calendar outlining the time distribution of each activity. This calendar can be a general guideline, with some flexibility for adjustments during the campaign.

Points awarded to each agency will be adjusted based on the following criteria related to the technical quality of the offers presented:

0% of allocated points	Major Reservations/Constraints	The response simply states that the Agency can meet some of the requirements set out but have not given information or detail on how they will do this.
50% of allocated points	Some Reservations/Constraints	The Agency has provided some information about how they propose to meet most of the requirements. There is some doubt regarding their ability to consistently meet the full range of requirements.
75% of allocated points	Fully Compliant	The Agency has provided detailed information covering all elements, detailing how they propose to meet all the requirements. This gives full confidence in their ability to consistently meet the full range of our requirements.
100% of allocated points	Exceeds Requirements	The Agency meets the required standard in all respects and exceeds some or all the major requirements, which in turn leads to added value within the contract.

CONTRACT

Once the successful Agency has been selected, a contract will be signed between ICEX and the Agency (hereinafter referred to as the Contract) which will include copyright and intellectual property clauses, activities to be carried out, payment terms and conditions, and other details.

Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E. (ICEX Spain Trade and Investment) VAT No. Q2891001F
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By submitting an offer, the Agency will be deemed to have wholly and unreservedly accepted the conditions laid out in this Briefing.

In terms of project management, the point of contact for the Agency will be the Economic and Commercial Office.

The contract will be in force **from the date of signature until the end of October 2024** when all services described in the contract are scheduled to be completed.

PAYMENT AND INVOICING

The awardees will be entitled for payment of the agreed prices of the services/works accomplished in accordance with the contractual agreement.

The Agency should not incur any expenditure on behalf of ICEX prior to the date of signature of the corresponding contract and without prior approval from ICEX, represented by the Spanish Economic and Commercial Office in Dublin.

ICEX will expect to be invoiced once each activity involved has been completed and approved. In the contract, the parties may agree on a schedule of payments per block of activities of this tender after verification of the completion of the activities.

Should any of the planned activities/services not be carried out, the budget allocated to the respective activity/service will be deducted from the overall budget. Replacement activity/service, of a similar nature to and up to a maximum cost of the activity that has been cancelled will need to be agreed in writing upon prior to implementation.

Please note that the Agency's disbursements must be invoiced to ICEX at cost with no mark-up, commission or other additional amount being permitted to be added. For the Spanish Economic and Commercial Office in Dublin to be able to monitor and verify the above expenditure the Agency will provide with true copies of all invoices it pays in respect of disbursements.

Be aware that as a government organisation we are not liable to pay VAT providing that our EEC VAT-exemption reference number (please see below) is quoted on your invoices to us.

A final report will also be required, containing material relating to and photographs of all the activities carried out.

Under no circumstances can the total budget be exceeded.

Invoice details.

All invoices submitted to ICEX must be issued to:

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

Paseo de la Castellana 278

E-28046 Madrid (Spain)

VAT number: ESQ - 2891001F (ICEX is VAT registered in Spain)

And dispatched to:

Spanish Economic and Commercial Office in Dublin

Lincoln House

6-16 Lincoln Place

Dublín D02VH29

OBLIGATIONS

In terms of project management, the point of contact for the Agency will be the Economic and Commercial Office. In terms of invoicing, special care must be taken, following the guidelines set by ICEX and adhering to the conditions established in the contract.

- a. **Technical quality.** The Agency will be responsible for the technical quality of the work and services performed over the course of this contract. The Agency will also be liable for the consequences of any errors, omissions, inadequate methodology or incorrect conclusions in the execution of the contract that may affect ICEX or third parties. Specifically, the Agency will be responsible for:

- Ensuring that both the implementation and the results of the work contracted comply with ICEX's quality specifications.
 - Compliance with the deadlines agreed with ICEX in each case.
 - Any omissions, errors, incorrect conclusions, or inadequate methodologies during the term of this contract.
 - The staff forming part of the project team appointed to carry out the work stipulated in the contract. The Agency will bear sole responsibility for the conduct and work undertaken by the team working on the contract.
 - The processing of the information and data made available to it.
- b. **Copyright and information rights.** All intellectual or industrial property rights appertaining to the work created by the Agency and all the information gathered by it in connection with the contract shall belong to ICEX.
- c. **Confidentiality.** The Agency accepts the obligation to maintain professional secrecy about the information and documentation provided by ICEX for the performance of the services. This obligation will remain in force both during and after completion of the activities covered by the contract, until such time as said information enters the public domain or for any other legitimate reason ceases to be confidential.
- i. The Agency will only grant access to confidential information to those persons who require access to it to carry out the activities and services foreseen in the contract. The Agency will be responsible for ensuring compliance with the confidentiality obligations by its staff and by persons or entities working in collaboration with the Agency or subcontracted by the Agency.
 - ii. The Agency also undertakes not to use confidential information belonging to ICEX and to which it has access for its own private purposes or for any other purposes.
 - iii. Failure to comply with the above obligations will entitle ICEX to institute civil or even criminal proceedings against the Agency for any liability it may incur.

CANCELLATIONS AND TERMINATION

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

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

Cancellation or postponement of events. In the event an activity is not held, ICEX shall solely satisfy the expenses incurred by the Agency from the date of signature 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 for the expenses incurred up to that date.

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

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 ICEX, if any of the deadlines applicable to the Agency are not met, or in the case of any breach of the obligations set out in the contract. This will be without prejudice to any additional claims for damages.

MODIFICATIONS OF THE CONTRACT

Once the contract has been formalised, the modifications considered necessary for its correct execution may be agreed, as long as they do not alter the global nature of the initial contract or imply a substantial modification.

In all cases, the successful tenderer shall provide in writing, at ICEX's request, proof of the pertinent technical, financial, or other requirements prior to any modification of the contract. The modification must be previously approved by ICEX, and the corresponding contract drawn up and signed.

APPLICABLE LEGISLATION

The services shall be governed by the terms of the contract entered by the successful tenderer and by this briefing document, which will be incorporated herein. Failing this, Spanish legislation will prevail.

JURISDICTION

To resolve any dispute, disagreement, question or claim that may arise from the execution of the Contract signed with the awardee of this tender, the matter will be subject to ordinary jurisdiction.

The parties, waiving any other jurisdiction that may otherwise be applicable, expressly submit to the Courts of the city of Madrid.

EUROPEAN FUNDING

The activities contemplated under this briefing may be subject to European Union's financing.

The successful tenderer will be obliged to comply with the following:

A. 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 must appear in an obvious and noticeable way, in making explicit reference to the European Union.

B. 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: the emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union funding: "Eligible for co-financing with European Union Funds".

ORGANISATIONS

- a. **ICEX España Exportación e Inversiones**, E.P.E. is a public business entity attached to the Spanish Ministry of Industry, Trade and Tourism. It is represented in Germany by the Spanish Economic and Commercial Office in Düsseldorf. ICEX's mission is to promote Spanish exports, support the international expansion of Spanish Agencies and promote foreign investment in Spain.
- b. **The Spanish Economic and Commercial Office in Dublin** is responsible for promoting trade and investment between Spain and Ireland within its sphere of competence.

CONTACT AND INFORMATION

Queries regarding this tender must only be addressed in writing, by emailing tenders@icex.es by 25th June 2024. In the interest of fairness, questions posed by participating companies, as well as the answers provided, may be shared with all other participating companies.

Dublin 26th June 2024

ICEX Board of Directors
By Delegation (Resolution dated 30th September 2021) Official State Bulletin (BOE)
of 11th October 2021

María Rodríguez de la Rúa
Spanish Economic & Commercial Counsellor in Dublin