

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.
SPANISH ECONOMIC & COMMERCIAL OFFICE IN
LONDON
Part Level 4 Podium, 125 Old Broad Street,
London - EC2N 1AR
E-mail: tenders@icex.es
Date: 31st March 2025

REQUEST FOR PROPOSALS

Submission: tenders@icex.es
Closing: 25th of April 2025
09:00am CET

Who is contracting	ICEX España Exportación e Inversiones, E.P.E. (ICEX), represented by the Spanish Economic & Commercial Office in London
Contract number	X043-07-2025
Proposal's request	Seeking to engage a market research and consulting company to undertake research in the food and beverage industry; curate an industry advisory group and conduct a live round table discussion with advisory group members at the #SpainFoodNation Summit on June 23 rd , 2025, in London.
Timings, dates and number of potential renewals	From date of signature until September 30th, 2025, with up to of 1 extension only.
Max. budget for contract excluding renewals	70,000 GBP (seventy thousand pounds sterling), excluding taxes
Contract value including renewals	140,000 GBP (One hundred and forty thousand pounds sterling). Total term + extension, excluding taxes
Qualifying prerequisites	- Financial solvency: financial accounts for the best of the last three years and minimum of 105,000 GBP. - Technical solvency: proven track record in communications and marketing during the past three years. - Team requirements: a minimum of three (3) staff members and a designate primary contact person
Points to be assigned based on evaluation of proposals	Price (max. 30 points), Team requirements (max. 20 points), Technical (max 50 points)
Documents to be submitted separately, which together are the proposal	- The proposal: - Consists of three separate submissions that together represent the proposal. Each submission needs to be emailed to the following address only: tenders@icex.es by 09:00 CET on 25/04/2025. - All files should not exceed 4MB in size if sent as attachments. For larger files please use a file transfer service. - The three submissions: <ul style="list-style-type: none">Document 1 – Administrative Requirements (PDF file).Document 2 - Technical Proposal (PDF file).Document 3 – Financial Proposal (Excel file) and Team Requirements (Excel file).
Contact for questions	Only written questions by email before 22 nd April 2025 to tenders@icex.es .



ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in London, invites market research consulting companies to submit their proposals for the following:

- 1 Development of a report based on marketing case studies for Wine and Beverage products in the UK, focused on small companies.
- 2 Organisation and management of one Advisory Council.
- 3 Organisation of a panel discussion as part of #SpainFoodNation Summit, to be held in London on June 23rd, 2025.

1. BACKGROUND AND PROJECT DESCRIPTION

1.1 Background

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

Since its foundation, ICEX has played an important role in the modernization of the Spanish economy. ICEX's original mandate was to promote the export of Spanish products to international markets, and it has had much success, gaining a great deal of experience in the pursuit of this objective. The current catalogue of promotional activities includes: the organization of trade missions, events promoting Spanish produce, aiding the participation of Spanish companies at international trade fairs, and market research and reports, among other services.

Furthermore, ICEX has gradually developed other products and services aimed not only at supporting exporters but also at others involved in the international distribution chain for Spanish products, such as importers, distributors, and members of the press. Thanks to ICEX's success and Spain's increasing integration into the international economy, ICEX's mandate has been extended and updated to also include boosting the competitiveness of Spanish companies, especially SMEs, and attracting direct foreign investment to Spain. Regarding the first of these objectives, ICEX has developed various informative, educational, and promotional programs to improve the tools available for enhancing the competitiveness of SMEs in foreign markets.

It has also been key in the expansion of Spain's direct foreign investment in international markets, coordinating the different policies and types of support provided by public entities in Spain to offer companies a broad range of assistance. Regarding the second objective, ICEX has played an important role in improving the business environment in Spain, analysing and adopting best practices in international trade and therefore encouraging foreign investors to develop and expand their projects in Spain.

Foods and Wines from Spain, a brand belonging to ICEX, is used to promote Spain's Wine and Food sectors in major export markets, such as the UK. To this end, every year, in coordination with ICEX, the Economic & Commercial Office of Spain in London plans, executes, and monitors a wide range of activities, targeting trade (importers, distributors, buyers, chefs, procurement



managers), which occasionally include the end consumer. Gastronomy plays a central and key role in this strategy as a means of promoting Spain's food and beverage products to the various audiences and stake holders.

#SpainFoodNation is a joint initiative by ICEX and the Ministry of Agriculture, Fisheries and Foodstuffs of Spain to educate and build awareness around the diversity and quality of Spanish food products, alcoholic drinks, and gastronomy in major export markets. The activities organised by the Consultancy will be implemented under this brand identity.

1.2 Industry specific information

Companies in the Spanish food and beverage industry have faced challenges entering the UK market, which has its own regulatory framework and market conditions. The United Kingdom is one of the top destinations for Spanish exports, where food and beverages represent a significant portion of total Spanish exports to the country.

The food and beverage industry in the UK is governed by strict regulations related to food safety, labelling, and marketing. To successfully enter this market, Spanish businesses need to navigate these regulations and adapt their strategies accordingly.

The UK has a dynamic and large food and beverage market. It is a marketplace where we see the continuous development of new marketing and product concepts, that in many cases are started by small companies that succeed in entering a saturated marketplace, establishing themselves and growing into successful ventures.

Given the highly competitive and changing marketplace in the UK, it is crucial for Spanish food and beverage exporters to understand the need to compete with products that meet consumers' needs and wants. Many manufacturers focus on the quality of the commodity but fail to develop a product concept and / or marketing concept that sells the product to a defined consumer.

1.3 Project Description

ICEX aims to support small and medium-sized Spanish food and beverage companies in both entering and thriving in the UK market. To achieve this, ICEX seeks to provide valuable insights through carefully selected case studies that highlight successful products, and concept launches by small and medium-sized businesses in the UK. Our goal is to inspire Spanish companies with real success stories and guide them in developing strategies to succeed in this competitive market.

To accomplish this aim, we are seeking a **market research and consulting company** to undertake the following:

1. Develop a market research project, utilising a **Marketing case studies** format, in the wine and beverage industry. This report will aim to identify relevant case studies that address critical strategic questions on wine and adult beverage products in the UK market.
2. Assemble **an industry advisory council** to discuss the preliminary research and report on the findings/conclusions.
3. Organise a live **round table discussion** with the advisory council members at the **#SpainFoodNation Summit** on June 23rd, 2025, directed at suppliers of Spanish products, importers and buyers.

The **focus** of the research project will be:



Wine and Adult Beverages: Identify opportunities for the positioning of wine and adult beverage products by leveraging emerging trends to counter a market with declining wine consumption. Provide examples of successful small to medium brands / companies that have gained success in the UK market through unique brand positioning, unusual routes to market, usage, and/or packaging, which can serve as examples of how Spanish companies can leverage emerging trends.

- What can be learned from other cases of wine and/or beverage products that could be applicable or inspire relevant solutions for small to medium sized Spanish companies in the UK market? (e.g. declining coffee market in the 1980's)
- Evaluate how cocktails may or may not be a solution for increasing sales of wine and other alcoholic beverages.
- Consider beverages beyond traditional wines and include aromatized wines, vermouth, lower and no- alcohol wines, and different packaging formats.

2. PROPOSAL REQUIREMENTS

The proposal will need to include the following elements. Bids that do not include all the activities or tasks requested in the briefing will be automatically excluded.

2.1 Market Research

The specific topic of the market report is as follows:

Opportunities for positioning of Spanish wine and spirits companies in the context of emerging consumption trends of wine and other alcoholic beverages

Wine and spirits consumption is in decline. This research aims to address the challenges faced by a market that has seen continuous growth for over 25 years but is now experiencing an overall decline in consumption among its main product categories. The study should focus on emerging trends, with special emphasis on cocktail culture, vermouth bars, RTD (Ready to Drink) beverages, and the NO-LO (No Alcohol, Low Alcohol) segment.

Case studies' focus and key questions to consider:

- How can Spanish wine/ spirits and brands adapt to changing market trends?
- What strategies can be implemented to attract new consumer segments, especially younger demographics?
- Opportunities created by the growth of the cocktail culture. Are cocktails a viable vehicle for increasing sales and consumption of beverages such as wine and spirits? Identify strategies that could help Spanish companies leverage this trend.

Research should provide **Case Studies** which consider the following trends:

Product Content Trends:

- a) Mixed cocktails (no alcohol, low alcohol) and Better for You (BFY) beverages.
- b) Organic wines, natural wines, trends in organic and sustainable wine production.
- c) Aromatized and /or Fortified wines (Vermouth, Sangria, etc.)

Trends for Younger Segments:

- a) Addressing the preferences, occasions and consumption habits of younger LDA consumers.



b) Popularity of new trends in cocktail culture as a possible avenue for increasing the sale and consumption of Spanish wines and spirits.

Packaging innovation trends:

Alternate types of packaging such as cans, on-draft, bag-in-box....as a possible vehicle for growth.

Elements to be included in proposal:

- Number of case studies you propose.
- Define what is meant by success for each of the proposed cases studies and what makes it relevant.
- List the proposed product / brand for the specific case studies. Explain why these brands/products are particularly relevant to Spanish wine and spirits producers.
- Explain the methodology you will use to examine current trends in the wine and alcohol beverages markets, with a particular focus on the NO-LO segment, cocktails and vermouth, etc.).
- Explain in sufficient detail the analytical framework and methodology you will use for each case study and why this method is particularly insightful in meeting the purpose of this project. Your methodology should be practical, realistic and understandable.

Market Research Deliverables

The Consultancy will be responsible for the following deliverables:

- A preliminary report with the initial findings of the market research, which will form the basis for the Advisory Council discussion (see section 2.2), to be **delivered by June 2nd, 2025**.
- A comprehensive market report for the research project, in PDF format, to be **delivered by September 15th, 2025**. The report must include detailed case study information, findings, and analysis, as well as relevant insights from the Advisory Council session and the #SpainFoodNationSummit roundtable (see sections 2.2 and 2.3).

2.2 Advisory Council

Organisation and management of an advisory council focused on the wine and adult beverage market scheduled for **the first half of June 2025**. The Consultancy will be responsible for the following:

- **Identify, recruit and confirm advisory members.** Secure the participation of at least 5 different experts for the Advisory group. The profile of members invited to take part should include industry leaders from the following (at least one of each category): Foodservice / Hospitality industry, importers, distributors, retailers, sommeliers/beverage directors or other key influencers. The selected participants must be willing to share their knowledge and experience to help us define future strategy for promoting Spanish wines and adult beverage products in the UK.
- **List of potential advisory members** must be presented to the Economic & Commercial Office of Spain in London for prior approval.
- **Prepare the Advisory Council's meeting.** The Consultancy will be required to provide the preliminary Market Research Report and any additional relevant research on the stated topics



/ issues to be discussed, including any qualitative evidence and testimonials on market trends and the positioning of Spain's wines and beverages.

- **Prepare an agenda prior to the Advisory Council meeting**, outlining the points to be covered, and send together with the corresponding preliminary Market Report and other relevant information to the members of the Advisory council, following up with each of them to confirm their attendance.
- **Moderate and steer the Advisory Council's discussions** in line with the agenda to ensure that all the topics previously agreed upon with the Economic & Commercial Office of Spain in London are properly addressed.
- **Take detailed notes of all the issues discussed** by the council participants, which will serve as the base for providing detailed minutes of topics discussed and the Discussion Guide for the live Summit roundtable, as well as the Final Report.

2.3 #SpainFoodNation Summit

Organisation of **one (1) roundtable discussion** at the #SpainFoodNation Summit, to be held on the morning of June 25th, 2025. The Consultancy will be responsible for the following deliverables at the Summit:

- **Identify and secure the moderator and panel members** with different professional profiles, from the hospitality, wine trade, and media for the Summit roundtable.
- **The moderator** should be an influential and relevant trade media editor for the sector.
- The roundtable should be comprised of **3 panellists** (in addition to the Moderator) and ideally include two members from the Advisory Council.
- Potential panellists should be proposed one month prior to the event for approval by the Economic & Commercial Office of Spain in London.
- **Prepare a roundtable discussion guide.** Provide proposed agenda format and guide for the Summit roundtable discussion. The Summit agenda/discussion guide must be provided by June 16th, 2025.
- **Coordinate with the Economic & Commercial Office of Spain in London** on plan to secure a high-quality relevant trade audience for the panel discussion at Summit.
- Provide complete information on the panellists and roundtable to be included on the **Summit event page** of the Foods and Wines from Spain website. This is the link to last year's page:

<https://www.foodswinesfromspain.com/en/upcoming-events/trade-shows-detail-four/spain-food-nation-summit-uk-2024>
- Ensure that all **graphic artwork** used in reports, agenda and materials conforms to #SpainFoodNation's brand identity and has been approved by the Economic & Commercial Office of Spain in London. Graphics and design elements for any Summit materials will be provided by ICEX. While digital formats are preferred, any printed material must be on FSC certified paper, using environmentally friendly ink.



- The Consultancy will be responsible for reserving a **budget** for the hiring and payment of any out-of-pocket third-party expenses for roundtable panellists' attendance at the Summit.

Note: The Consultancy will **not** be responsible for the logistical organisation of the Summit beyond those included in this brief. ICEX hires a separate event management agency for the Summit, which is responsible for booking the venue, catering, AV and general logistics for the event.

Advisory Council and #SpainFoodNation Summit Deliverable

The Consultancy will be responsible for the following deliverable:

- A comprehensive **Conclusions Report** incorporating comments and insights from the Advisory Council session and the Summit roundtable panel, no later than July 15th. ICEX will provide a standardised template for this report.

Final deliverables

In addition to the final market report for the research project, the Consultancy will provide ICEX with a MS PowerPoint presentation (max. of 20 slides) of the key conclusions and learnings from the Research, Advisory Council session and Summit roundtable, **by September 15th, 2025**.

3. TERM AND EXTENSION OF THE AGREEMENT

- 3.1. Term.** The described services in the contract will run from the date the agreement is signed by both parties until September 30th, 2025.
- 3.2. Extension.** ICEX hereby reserves the right to renew the Agreement with the company awardee for one (1) additional extension from the initial Agreement without convening a new tender, if both contracting parties agree in the contractual provisions. Price revisions will not be allowed. ICEX would provide the new Research topics and deadlines that would apply under the extension, at least **4 months prior** to the first deliverable deadline.

The general terms and conditions of the Bidding Specifications governing this Tender shall apply to the extension. Each renewal will be signed by both parties.

4. BUDGET

- 4.1. Maximum First Year Budget (excluding taxes):** the total maximum budget for the project will be 70,000 GBP (seventy thousand pounds sterling), of which a maximum of 50,000 GBP will be allocated to the market research report. Bids will be made in British pound sterling (GBP), **excluding taxes**. However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any. Under no circumstances can the budget be exceeded.

Services provided by UK-based agencies are subject to the reverse charge and will not attract VAT, provided that our EEC VAT-exemption reference number (ESQ-2891001F) is quoted on your invoices to us. It falls under the B2B rule for supplies of services (VAT Notice 741A) that states the supply is made where the customer belongs. ICEX España Exportación e Inversiones, E.P.E. belongs to Spain, which is outside the UK VAT scope.



4.2. Estimated contract value: The estimated total contract includes the base contract and the value of one possible extension. According to the latter, the estimated total value of this contract is a maximum of 140,000 GBP (one hundred and forty thousand pounds sterling) excluding taxes, which includes the following maximum amounts:

- Main contract maximum budget: 70,000 GBP **(excluding taxes)**
- Renewal (first) maximum budget for 2026: 70,000 GBP **(excluding taxes)**

If any planned activities are not carried out, the budget allocated for those activities will be deducted from the overall budget.

5. PAYMENTS AND INVOICES

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

No expense on behalf of ICEX can be incurred by the company before the date of signature of the corresponding contract and prior approval of ICEX, as represented by the Economic & Commercial Office of Spain in London.

5.2. Payment currency. Payments to the company will be made in the currency of the Contract, which is pound sterling (GBP). Any currency exchange costs will be borne by the bidder.

5.3. Payment schedule. Corresponding invoices are to be provided to ICEX, in pound sterling (GBP) in accordance with the following schedule:

- **First payment (40% of the market research report fee)** will be made upon receipt of the preliminary Market research report (due by June 2nd, 2025):
- **Second payment (100% of the Advisory Council and Summit fee)** will be made following the submission of the Advisory Council conclusions report and Summit roundtable conclusions (due by July 15th, 2025).
- **Final payment (60% of the market research report fee)** will be made following the submission and ICEX's approval of a Comprehensive Final Report which includes the final market report for the research project, together with a MS PowerPoint presentation incorporating the key conclusions of the project (due by September 15th, 2025).

5.4. Invoice details. All the invoices should be addressed to:

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

And must be sent electronically to londres@comercio.mineco.es.



The Agency invoice will contain the following elements:

Company letterhead / logo
Address
Date
Invoice number
VAT number
Description of the service
Total amount due

6. COMPANY PROFILE AND REQUIREMENTS

- 6.1 Company profile.** A market research and strategy consultancy with proven expertise in market research, and experience in the food and wine sectors. The Consultancy must have the human and material resources necessary for the successful implementation of the project outlined in this briefing.
- 6.2 Financial solvency requirements.** All competing companies will be required to provide a solvency report including financial accounts for the last three years. The minimum turnover requirement is an amount of 105,000 GBP, on the best of the past three years.
- 6.3 Technical solvency requirements.** The company must have a strong and proven track record in Market Research and Strategy Consultancy, with specific experience in the food, wine and alcoholic beverage sectors. Technical solvency will be demonstrated by submitting details of similar activities carried out during the past three years in the UK.
- 6.4 Team requirements. Human resources assigned to the project.** The role of each team member assigned to this project shall be specified in the tender. In addition, their curriculum vitae must be included in the proposal. The company must designate a **primary contact person** that is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, represented by the Economic and Commercial Office in London.

It is expected that key team members assigned by the Consultancy to the contract have specific knowledge and expertise in the UK food, alcoholic beverage and hospitality industry, are fluent in spoken and written English, and will remain as part of the team for the duration of the contract period.

A minimum of **three (3) key team members** with the below qualifications assigned to this project is expected:

- **Senior Consultant and Project Leader** tasked with managing the market research projects, organising and moderating the meeting of the Advisory group and the Summit. Must have experience in similar professional activities, team management, market analysis and be able to demonstrate that they have:
 - minimum 8 (eight) years of verifiable experience in UK packaged food, wine and adult beverage consulting and marketing.
 - established relationships with influential leaders and senior executives in both the food and wine industries (imports, distribution, on- and off-trade, education, and media).



- established relationships with executives and senior managers in the restaurant and hospitality trade.
 - the ability to recruit 5-6 leaders representing different segments of the industry for the Advisory Council session in London and Summit Roundtable.
 - professional moderating skills that pull the diverse views of Advisory Council members into the discussion regardless of the moderator's own viewpoint with the aim of stimulating discussion and opinions from the entire group.
 - Knowledge of how the alcoholic beverage and food industries are organised and function in the UK, as well as the particularities impacting imported product.
- **Project Manager:** Senior Consultant responsible for the planning, organisation, and overall implementation of the whole project. This person should have a minimum of 5 (five) years in market research and project management and verifiable experience in food, wine, and other alcoholic beverage marketing, based in the UK.
 - **Assistant Project Manager:** Designated team member, with a minimum of 3 (three) years' experience supporting research projects and/or marketing campaigns, exclusively responsible for all reporting to ensure compliance on a timely basis with ICEX's requirements.

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

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

Note: The requirements regarding staffing are mandatory. However, it is possible to comply with the requirements through subcontracting or joint ventures, among others, and providing documentation that legally demonstrates the stated relationship.

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



7. EVALUATION CRITERIA

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

EVALUATION CRITERIA	Scores (maximum)
I. Financial proposal (DOCUMENT 3)	30
<ul style="list-style-type: none"> For the Market Research Report element of the project, the offer with the lowest budget (up to a maximum of £50,000) will receive the highest score, and the rest will obtain the proportional score. Most economical offer = maximum score. Other offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) x maximum score per criteria. For the Advisory Council and Summit Roundtable element of the campaign, the offer with the lowest budget (up to a maximum of £20,000) will receive the highest score, and the rest will obtain the proportional score. Most economical offer = maximum score. Other offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) x maximum score per criteria. <p>Financial Proposals that exceed the maximum available contract budget will not be considered.</p>	<p>20</p> <p>10</p>
II. Professional team assigned to the project (DOCUMENT 3)	20
<p>Years of experience and background exceeding the proposed key personnel expertise/ qualifications in Sec. 6.4 will be scored as follows:</p> <ul style="list-style-type: none"> ➤ Senior Consultant and Project Leader: having more than the minimum 8 years' relevant experience in the food and beverage industry in the UK, receives 2 points per additional year, up to a maximum of 10 points. The total score for the Strategy Consultant will not exceed 10 points. ➤ Project Manager: having more than 5 years' experience working in market research in the food and beverage sectors in the UK will add 2 points to the score per additional year, up to a maximum of 6 points. ➤ Assistant Project Manager: having more than 3 years' experience working in the UK with a background in marketing and project coordination will add 0.5 points to the score per additional year, up to a maximum of 4 points. 	<p>10</p> <p>6</p> <p>4</p>
III. Technical Proposal (DOCUMENT 2)	50
<p>ICEX will assess the quality of the project, assigning points to each of the components within the Technical Proposal, as described below.</p> <p>Technical Proposals that do not receive at least 22.5 points for component III.1 will be automatically excluded.</p>	



<p>III.1. Technical Proposal: Methodology and market report approach</p> <p>ICEX will allocate points as follows:</p> <ul style="list-style-type: none"> ➤ III.1.a Market Research and Case Studies Wine and Beverage Sector Number, quality and relevance of case studies. (max 12 pts) Appropriateness of the research methodology. (max 8 pts) Impactful content for Advisory Council and Summit roundtable. (max 10 pts) ➤ III.1.b Advisory Councils' Section: Quality, relevance and viability of the proposed Advisory council members. (max. 6 pts) Presentation of a detailed plan and timeline to prepare the Advisory Council meeting and proposed methodology to gather opinions of members to obtain the most comprehensive and useful conclusions document as possible. (max 4 pts) ➤ III.1.c Summit Section: Quality and relevance of the proposed moderator and panellists for the Summit roundtable discussion. (max. 5 points) 	<p>45</p> <p>30</p> <p>10</p> <p>5</p>
<p>III.2. Technical Proposal: over and above significant improvements</p> <p>ICEX will evaluate the proposal for significant improvements and realistic initiatives (with no additional cost) suggested within the Technical Proposal, awarding a maximum of five (5) points. Examples of ideas/ initiatives could include:</p> <ul style="list-style-type: none"> ➤ Specific opportunities / platform(s) that can help Spain's food and beverage companies with limited resources reach specialty consumers and offer both suppliers and sellers a valuable affordable promotional program. ➤ Unusual and realistic ideas for reaching importers for new food, wine or beverage products. 	<p>5</p>
TOTAL	100

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

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



8. CONTENTS OF PROPOSALS

8.1. Proposal content. Bidders are expected to present a proposal that includes **three (3) separate documents ("Administrative Requirements"; "Technical Proposal", and "Team Assigned to the Project and Financial Proposal")**, as detailed below. Proposals that miss any of the said documents will be considered incomplete and excluded.

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

- **Acceptance letter.** All bidders are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and condition stipulated in the present briefing.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last 3 years, including dates and clients, public or private sector, for whom the services and/or work was undertaken. A minimum experience of three years in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than 105,000 GBP in the best of the last three years. Bidders must clearly state in their offer if they use any of these options (joint ventures, subcontracting) to meet the requirements providing documentation that legally demonstrates the extent and seriousness of the relationship.

8.3. Document 2: Technical Proposal (PDF file). The technical proposal must not exceed 50 pages and must not contain any reference to price, nor the CVs of the team assigned to the project, which must **ONLY** be included in Document 3.

Tenderers must submit a detailed technical proposal that meets all the requirements set out in section 2 ("What we require") and all the evaluation criteria set out in section 7.1. II. This should detail the work proposed to be undertaken in all three project categories and include Consultancy's strategy, means of implementation, deliverables and work plan.

8.4. Document 3: Financial proposal (MS Excel file) and CVs of the team. All competing companies must present the role of each team member assigned to this project according to the table in Annex I, together with their curriculum vitae, and a financial proposal, including a detailed budget for the project and its breakdown for each area of activity. The Agency must present the budget clearly according to table in Annex II.

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

8.4.2. Currency. The proposal will be drafted in **British Pound Sterling (GBP)**.

9. SUBMISSION OF PROPOSALS

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



- 9.2. Submission of proposals.** The companies wishing to participate in the tender must send the documentation exclusively in digital format (PDF), **ONLY** to the e-mail tenders@icex.es before 25/04/2025 9:00 CET. Proposals not submitted within the deadline will be automatically excluded.
- 9.2.1. 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 companies should use a file transfer service, which they have previously verified (e.g. WeTransfer, Dropbox, or other).
- 9.2.2. Expenditures.** Please note that any expenditure incurred by competing companies in the preparation of the proposals, presentations and quotes will be at the expense of the said companies. Submission of the offer will not generate any fees or reimbursement of any type of expenses from ICEX.
- 9.2.3. Language.** The proposal will be drafted and presented in English or Spanish.
- 9.2.4. Acceptance of terms.** Submission of a proposal and participation in this tender implies the express acceptance by the competing companies of all the clauses contained in this brief.
- 9.3. Amendment of proposals.** Once competing companies have submitted their proposals, ICEX will not accept the submission of any amendments, additions or corrections, unless the latter result from a clarification requested by ICEX.
- 9.4. Clarification of proposals.** Competing companies meeting the administrative requirements of the present brief may be invited by ICEX to clarify specific aspects of their technical or financial proposals, which will be done in writing.
- 9.5. Compliance of proposals.** All competing companies submitting a proposal should be aware that the Legal Services of ICEX will review the documentation submitted by each company, to ensure compliance with every requirement set in this brief. Non-compliance with any of the requirements established in the present brief will result in the automatic disqualification of the company concerned.
- 9.6. Assessment of proposals.** The document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing company has been verified to comply with every requirement set in this brief, will the document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, the document 3 (Team assigned to the project and Financial Proposal) will be opened, assessed and evaluated. Thus, the team assigned to the project and price contained in the financial proposal offer will not be known until that moment.
- 9.7. Selection of company.** A decision will be made as soon as possible from the published proposal due date. The decision will be notified via e-mail to all competing companies, in order to enable the selected company to begin work promptly.
- 9.8. Contact persons.** Questions related to this briefing might be addressed in written form until 22/04/2025 9:00 CET only via the e-mail tenders@icex.es. In the interest of fairness, any questions by competing companies, as well as the corresponding answers by ICEX, might be shared with all other companies.



10. PROCUREMENT BOARD

10.1. Appointed members of the Procurement Board for purposes of this tender will be:

President	María Naranjo	Director - Agrifood Industry Department. ICEX (Spain)
Substitute	Salomé Martínez	Deputy Director - Agrifood Industry Department. ICEX (Spain)
Member	Marianne Rodríguez	Deputy Head of Department - Food and Wines. ICEX (UK)
Substitute	Francisco Gutiérrez	Deputy Head of Department - Food and Wines. ICEX (UK)
Secretary	Pedro Patiño	Deputy Director of Procurement. ICEX (Spain)
Substitute	Isabel Arias	Member of the Procurement Department. ICEX (Spain)

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

Gonzalo García Andrés
Chief Economic and Commercial Counsellor
Economic and Commercial Office of Spain in London



ADMINISTRATIVE CLAUSES

1. FINANCIAL PROPOSAL CALIFICATIONS

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

- The financial proposal is 20% below the maximum budget in case there are fewer than three bidders.
- The financial proposal is 10% under the arithmetic mean of the bids submitted in case there are three or more bidders. Notwithstanding, the most expensive bid will be excluded, when calculating the arithmetic mean.

Whenever a bid is considered disproportionate or anomalous, the interested party will be requested to justify their proposal, its terms and conditions, within the 72 hours following its notification. Having received the plea or the aforesaid time limit having expired, ICEX will decide, upon technical advice, if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

Tiebreaker Criteria. In the event of a tie in the score obtained by two or more bidders, it will be resolved by applying the social criteria stated below, in order and referred to at the end of the deadline for submission of proposals. The supporting documentation for the tiebreaker criteria referred to in this clause will be provided by the bidders at the time the tie occurs, and not previously.

- Higher percentage of workers with disabilities or in a situation of social exclusion in the workforce of each of the companies, giving priority in case of equality, to the largest number of permanent workers with disabilities in the workforce, or the largest number of workers in inclusion in the workforce.
- Lower percentage of temporary contracts in the workforce of each of the companies.
- Higher percentage of women employed in the workforce of each of the companies.
- The draw if the application of the above criteria had not resulted in a tiebreaker.

2. OBLIGATIONS

- a. **Technical Quality.** The company awardee shall be responsible for the technical quality of the work and services it may carry out during this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate methods, or incorrect conclusions in the performance of the contract. In particular, the company awardee shall be responsible for:

- Ensuring that both the development and the result of the services and work which has been contracted to carry out comply with the quality specifications required by ICEX.
- Compliance with the time-limits agreed with ICEX in each case.



- Omissions, errors, incorrect conclusions, or inappropriate methods that it may recommend and implement during the term of this contract.
 - The personnel forming part of the project team assigned to the development and performance of the Contract, with the company bearing sole liability in employment matters for the conduct and operation of the above-mentioned team.
 - The processing of any information and data made available to it.
- b. **Copyright and information rights.** The intellectual or industrial property rights for all works created by the company, as well as all the information gathered by the latter on behalf of ICEX in connection with this contract shall belong to ICEX, at no extra cost, upon payment of all relevant consultancy fees and expenditure herein agreed. This includes the right to use, reproduce, modify, distribute publicly and via online media. Said rights will be on a global basis and throughout the maximum period of copyright protection, for all the file types, in any format or language, and with all the effects determined by the law.
- i. All materials produced are the property of ICEX, including any intellectual property, printed materials, photography, website, videos and other offline and online publications.
 - ii. The company awardee will ensure that all vector files of materials produced, in any medium or format, are delivered to ICEX. This includes all original and edited photography, video, and social media files, which the company guarantees have been produced for ICEX and are not owned by third parties.
 - iii. The company shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as the said claim is based on the allegation that the work carried out by the company within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes an undue appropriation of trade or industrial secrets belonging to third parties.
- c. **Confidentiality.** The company awardee is obliged to maintain professional confidentiality with regard to the information and documentation provided by ICEX for the performance of the services. This obligation shall remain in force both during and after the end of the activities to which the contract related, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status. This clause shall not apply to information that is (i) in the public domain, (ii) already known to the party receiving it, (iii) disclosed in compliance with court orders or under legal obligations.
- i. The company shall only permit access to the confidential information to those persons who have a need to know it for the purposes of carrying out the activities and services under the contract. The company shall be responsible for ensuring compliance with the confidentiality obligations by the personnel in its employ and by any persons or entities working in collaboration with the company or subcontracted by it.
 - ii. The company also undertakes not to use any confidential information belonging to ICEX to which it may have access for its own or private purposes or for any other purposes.
 - iii. Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal actions against the company for any liability that might be applicable.



3. CANCELLATIONS

- a. **Termination.** ICEX reserves the right to unilaterally terminate the contract if the services are not performed by the company in accordance with the instructions received from ICEX, if any of the deadlines applicable to the company are not met, or if there is any failure to fulfil the obligations established in the contract. All of the above is without prejudice to any claims for damages that might arise.
- b. **Cancellation, postponement or modifications of actions.**
 - i. **Cancellation.** In the event of cancellation of an event, ICEX shall solely satisfy the expenses incurred by the company from the date of the contract (and in connection with the same) until the date of a formal notice of the cancellation by ICEX. To be reimbursed, the company must submit all documentary invoices of the expenses incurred up to that date.
 - ii. **Postponement.** In the event that the said action is postponed due to sanitary conditions and the subsequent National, Provincial or Local restrictions in place, the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible, in order to postpone the events to the nearest possible date. More precisely, a formal or informal governmental provision applicable to the city of celebration of the event that limits the number of expected visitors to half of the required, constitute grounds for postponement of the events. Additionally, the placement of cumbersome sanitary requirements to visitors and exhibitors (quarantines, sanitary tests, etc.), that could limit the attendance to the events, constitute grounds for their postponement.
 - iii. **Modifications.** In the event that the sanitary or travel restrictions in place limit or impede the celebration of one of the events at a suitable date the parties will try to reach an agreement in good faith to modify the scope or place of the activity.

4. CONTRACT AND JURISDICTION

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

5. DATA PROTECTION

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

The parties hereby undertake to respect the current regulations on data protection (General Data Protection Regulation 679/2016 and Organic Law 3/2018 on Data Protection and guarantee of digital rights). The personal data of the contacts of both parties, including data related to the signatories of the agreement and related to the personnel of the Parties that must necessarily be contacted, will be processed by each of the Parties for the purpose to manage the relationship based on the execution of the contract that legitimizes the processing. The retention period for this data will be the duration of the contractual relationship and as long



as they are necessary, or responsibilities may arise in accordance with the applicable regulations or as required by the authorities.

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

