



SPAIN IN HOLLYWOOD PRESENTATION AND NETWORKING EVENT

REQUEST FOR PROPOSALS
WEDNESDAY, OCTOBER 25TH, 2024

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E. P. E.
ECONOMIC & COMMERCIAL OFFICE OF SPAIN IN LOS ANGELES
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ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in Los Ángeles, invites companies to submit their proposals for the organization of a promotional and networking event.

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

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

1.-	Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E (ICEX) - VAT No. Q2891001F
2.-	Case Number:	X044-20-2024.
3.-	Scope of the contract:	The object of the contract is host and organize, from start to finish, of a promotional and professional networking event, titled “Spain in Hollywood” , in the city of Los Angeles, California. The theme of the event will be Spain in Hollywood, with the aim of promoting Spain as a shooting destination and establishing connections between the American and the Spanish film industries.
4.-	Max. budget	USD 50,000 (fifty thousand US dollars), taxes excluded.
5.-	Submission of tenders:	The three separate documents that represent the proposal need to be sent via email EXCLUSIVELY to tenders@icex.es by Monday, September 30 th , 5:00pm PST (Pacific Standard Time). All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.

1. PROJECT DESCRIPTION

1.1. The services included in the contract refer to **host and organize, from start to finish, of a promotional and professional networking event, titled “Spain in Hollywood”**. The Event will host around 100 attendees, including representatives from Spanish companies. The number of Spanish representatives is estimated at 40 people. The Event will be structured in two steps:

- it will start with a presentation or panel (3 or 4 speakers will take the floor) and
- will follow with a networking cocktail. The cocktail should start right after the first step, which will likely run for no more than 30 minutes from the inception of the event.

The Event will take place at a venue in Los Ángeles, California, on November 4th, 2024, between 4:30pm and 8:00pm, approximately.

The goal of the Event is to promote Spain as a shooting destination, while also creating a space where the American and the Spanish film industries come together to establish connections.

Combining a prime location and a prime Spanish menu are essential for the Event to be successful.

2. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

The company will be in charge of:

- 2.1** The venue shall be located in a prime location in the Los Angeles area (such as West Hollywood, Beverly Hills, Santa Monica, Brentwood, or adjacent or nearby neighborhoods) and will be offering a catering service of high-quality Spanish food and drinks.
- 2.2** Preparing a proposal for the layout of the event space (flow, furniture, equipment and decorative elements used, if applicable) and present it to ICEX and the Trade Commission of Spain in Los Angeles. ICEX may approve the proposed layout or request that certain elements be relocated, added, or excluded from the layout. Such modifications may not result in an additional cost for ICEX. The venue should have a capacity of at least 100 guests.
- 2.3** Providing ICEX and the Trade Commission of Spain in Los Angeles with a menu proposal (including beverages and appetizers/snacks) to be served during the Event. The catering service will be of high-quality Spanish food, showcasing creative dishes, by either using Spanish products or being heavily influenced by Spanish gastronomy, therefore including classic and distinctly Spanish premium quality drinks (wines, cava) and dishes such as *jamón (Iberian ham), paella, salmorejo, variety of pintxos, croquettes, etc.*
- 2.4** Designating one or more representatives who will respond to requests and perform coordination duties during the Event.

- 2.5** Providing access to the most preferential location within the venue. This location should have two different areas, decorated accordingly to the structure of the Event: a welcoming area and where a panel could be arranged, and another area where the cocktail will be hosted.
- 2.6** When the proposed location has several spaces or rooms with different characteristics and prices, the proposal should include a reservation to hold the most preferential location within the venue for that evening.
- 2.7** Provisions will be made to ensure that high-quality A/V equipment is available and usable at the venue during the Event, namely, up to two large screens where videos can be played and an audio system with at least two wireless microphones for the panel. Staff to operate the equipment should be available as well. The renting A/V equipment and the staff should be included in the price.
- 2.8** Bids that do not include all the activities / tasks / services requested in the briefing will be automatically excluded.

3 TERM AND EXTENSION OF THE AGREEMENT

- 3.1 Term.** The described services in the contract will run from the date the agreement is signed by both parties until the end of the Event on November 4th 2024, and no later than 10:00pm. Once the contract term is over, it cannot be renewed.

4 BUDGET

- 4.1 Maximum Budget (all taxes excluded):** the maximum budget for the execution of the Event *Spain in Hollywood* will be USD 50,000.00, inclusive of all fees and expenses of third party (if any). Bids will be made in dollars **excluding taxes**.

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

The economic proposal will be evaluated based on the offered price, excluding taxes, which must be clearly indicated separately in the economic offer (Annex A - template Economic proposal).

Under no circumstances can the budget be exceeded, in terms of the amount of the contract.

- 4.2 Estimated contract value:** The estimated total contract includes the value of the main contract, excluding any applicable taxes, and a 10% contingency. According to the latter, the total estimated total contract value of this contract is of a maximum of USD 55,000,00 which includes the following maximum amounts:
- Main contract maximum budget: USD 50,000.00 (bids above this amount will be deemed ineligible)
 - Modifications to the contract: up to USD 5,000.00

4.3 Modifications: Foreseeable reasons that could lead to a modification of the contract value include the need to broaden the scope of the activity. This may be due to the need to increase the duration of the event or the number of attendees, or the need to add a complementary activity to the elements listed in section 2. Such circumstances will have to be approved in advance by both parties.

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

5 PAYMENTS AND INVOICES

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

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

5.3 Payments to offshore accounts. Payments to bank accounts of the company located offshore will be subject to compliance with the domestic currency exchange legislation. Any international bank transfer fees or costs will be borne by the bidder

5.4 Payment schedule. A first payment equivalent to 33% of the total price of the main contract (for venue pre-booking) shall be paid when the contract is signed, after the corresponding invoice is presented. A second payment equivalent to 33% of the total price of the main contract (for catering pre-booking) shall be paid 10 days after the signature of the contract, after the corresponding invoice is presented. The remaining amount of the main contract, 34%, plus any additional amount arising from the possible modifications of the contract (if any) will be paid after the end of the Event once the corresponding invoice is presented. Before paying the invoices, the services provided must be previously approved by ICEX.

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

ICEX España Exportación e Inversiones, E.P.E.
Paseo de la Castellana 278, 28046 Madrid, Spain
VAT Number: ESQ2891001F

But dispatched to:

Economic and Commercial Office of Spain in Los Angeles - ICEX
1801 Century Park East, Suite 1801
Los Angeles, CA 90067

The awardee invoice will contain the following elements:

Company letterhead / logo
Address
Date

Invoice number
TIN number (US EIN)
Description of the item/s
Total amount due

6 REQUIREMENTS

Financial solvency requirements

All competing companies will be required to provide a solvency report including financial accounts for the last three years. The minimum average turnover requirement is an amount of USD 75,000.00 (seventy-five thousand US dollars), on the best of the past 3 (three) years.

Technical solvency requirements

The company must have a strong and proven track record in producing and executing high quality hospitality events. The technical solvency of the company shall be demonstrated by submitting similar activities carried out during the past three years in Los Angeles, including details of similar menus served during such events.

Team requirements

The role of each team member assigned to this project shall be specified in the tender. The company must designate a primary contact person in Los Angeles 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 of Spain in Los Angeles.

In addition to a professional chef, kitchen staff and project coordinator, a minimum of two servers per 50 guests is required to work the event.

The company team will readily be available to hold meetings with the team of the Economic and Commercial Office of Spain in Los Angeles to monitor the development of the project. These meetings can be held via videoconference.

It is possible to comply with the requirements through subcontracting or joint ventures, among others. The company (awardee) will notify the Economic and Commercial Office in Los Angeles 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.

The assignment of the contract 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 weighting:

TABLE 1. EVALUATION CRITERIA
Evaluation Criteria

**Scores
(Max.)**

I. Economic Evaluation (in Document 3)	30
<p>I.1 The offer with the lowest budget will receive the highest score of the item, and the rest will obtain the proportional score.</p> <p>Most economical offer = maximum score (30).</p> <p>Rest of the offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) X maximum score per criteria (30).</p> <ul style="list-style-type: none"> Financial Proposals that exceed the maximum available contract budget will not be considered. 	
II. Event set up and menu (in Document 2)	70
<p>The extent to which the Proposal meets requirements as set out in this brief (mainly what is indicated in section 2. above), will be valued according to the following breakdown:</p> <p>II.1 Venue: The location, capacity, facilities, spaces and accessibility of the proposed venue will be judged.</p> <p>a) Location (Max. 10 points)</p> <p>b) Capacity and facilities (Max.10 points)</p> <p>c) Spaces and accessibility (Max.10 points)</p>	30
<p>II.2 Menu: The proposed menu will be assessed and judged and points will be awarded for menu with a stronger Spanish influence and variety of Spanish dishes and beverages.</p> <p>a) Variety and authenticity of Spanish dishes (Max. 25 points)</p> <p>b) Variety of Spanish beverages (Max. 10 points)</p>	35
<p>II.3 Added Value (without any additional cost) – Any service not specified in the Request for Proposal that may positively improve the quality and presentation of the food (ex: Chef years of experience working with Spanish gastronomy, display of Spanish foods and drinks) (Max. 5 points)</p>	5
TOTAL	100

7.2 The elements of the proposals other than price, will be scored as follows:

7.2.1 For the Venue:

0% of allocated points	The proposed venue is not located in a prime or prestigious area, or is not accessible or lacks some of the necessary facilities to carry out the Event
25% of allocated points	Almost adequate
50% of allocated points	Adequate
75% of allocated points	Very good
100% of allocated points	Excellent

7.2.2 For the Menu:

0% of allocated points	The proposed menu includes just one or none Spanish dishes and cannot be labelled as having a strong Spanish influence
25% of allocated points	Almost adequate
50% of allocated points	Adequate
75% of allocated points	Very good
100% of allocated points	Excellent

7.2.3 For the **Added Value**:

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

7.3 Disproportionate: Economic 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 main contract 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, the Economic and Commercial Office of Spain in Los Angeles will decide, upon technical advice if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

7.4 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.

8 CONTENTS OF PROPOSALS

8.1 Proposal content. Bidders are expected to present a proposal that includes **three (3) separate documents (Administrative Requirements; Technical/Project Proposal, and Economic 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. Bidders should be in possession of all the relevant permits and authorizations required by local laws to host the Event, including any relevant **insurance**.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last 3 (three) years, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work was undertaken. A minimum **experience of 3 (three) years** in similar projects is required. Details of menus served during such events are required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than USD 75,000.00 in the best of the last 3 (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.
- **“Beneficial ownership”- Annex C.** All bidders are required to provide a document evidencing beneficial ownership (projects financed by the Recovery, Transformation and Resilience Plan-PRTR), signed by a legal representative

8.3 Document 2: Project Proposal (PDF file). All competing companies must present a detailed work proposal, that includes: details/description of the proposed event space(s), venue location, facilities, venue accessibility, flow of the event, and a detailed menu proposed for the event (food and beverage), wait staff, chef/kitchen staff, A/V equipment & technicians, event coordinators, etc.

8.4 Document 3: Economic proposal (MS Excel file). All competing companies must present an economic proposal, including a detailed budget for the project and its breakdown for each area of activity or services.

- **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.
- **Currency.** The proposal will be drafted in USD.
- Bids above the main contract maximum budget of USD 50,000.00 will be deemed ineligible.

Documentation evidencing beneficial ownership (projects financed by the Recovery, Transformation and Resilience Plan).

In addition to the documentation to be included in the bid, the contracting body will request documentation evidencing the beneficial ownership of the tendering companies in the event that a black flag is detected by the ‘MINERVA’ tool, as regulated for this purpose in ORDER HFP/55/2023, of 24 January, on systematic analysis of the risk associated with conflicts of interest in the procedures implementing the Recovery, Transformation and Resilience Plan (PRTR).

All competing companies must provide this information in the form of a document providing proof of beneficial ownership, issued by the competent body in the relevant foreign country. The information will be stored in accordance with the regulations on the protection of personal data.

In addition to this document, bidders must complete all requested data in ANNEX C. “Beneficial Ownership Data (US).docx”.

Failure on the part of the tendering companies to submit the documentation evidencing their beneficial ownership, in the manner and by the deadline indicated in the request made by the contracting body before the tenders are evaluated will be grounds for exclusion from this procedure.

9 SUBMISSION OF PROPOSALS

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

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 Monday, September 30th, 5:00pm PST (Pacific Standard Time). 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.

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/project or financial proposals, which will be done in written.

9.5 Compliance of proposals. All competing companies submitting a proposal should be aware that the Legal Services of ICEX will review the documentation submitted by each company, to ensure compliance with every requirement set in this brief. Non-compliance with any of the requirements established in the present brief will result in the automatic disqualification of the company concerned.

9.6 Assessment of proposals. 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 (Project/Technical Proposal) be opened, assessed and verified that all requirements are complied. Finally, the document 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.

9.7 Selection of company. A decision will be made as soon as possible from the published proposal due date. The decision will notified via e-mail to all competing 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 Friday, September 27th, 5:00pm PDT (Pacific Standard Time) only through the e-mail tenders@icex.es and losangeles@comercio.mineco.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 OBLIGATIONS

10.1 Technical Quality. The company 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 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.

10.2 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 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.

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

10.2.2 The company 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.

10.2.3 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.

10.3 Confidentiality. The company 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.

10.3.1 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.

10.3.2 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.

10.3.3 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.

11 CANCELLATIONS

11.1 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 the client, 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.

11.2 Cancellation, postponement or modifications of actions.

11.2.1 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.

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

11.2.3 Modifications. In the event that the sanitary or travel restrictions in place limit or impede the celebration of one of the events at a suitable date the parties will try to reach an agreement in good faith to modify the scope or place of the activity.

12 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.

13 EUROPEAN FUNDING

European Recovery and Resilience Fund (PRTR). This project can be subject to financing of the European Union through the European Recovery and Resilience Fund (PRTR). The successful tenderer will be obliged to comply with the information and advertising obligations set out in Article 22 of Regulation (EU) 2021/241, Article 3(6) of Directive (EU) 2015/849 and art.9.3.b) of HFP 1030/2021

13.1 The Recovery and Resilience Mechanism (RRM). The purpose of this contract is based on the file presented by IDEX, which responds to the priorities of **Component 25** of the Recovery, Transformation and Resilience Plan (PRTR), including a reform and a line of investment to turn Spain into the audiovisual hub of Europe (Spain AVS Hub). Specifically, the contract is part of the "Spain European Audiovisual Hub" plan, aimed at promoting the audiovisual sector which, in turn, is an important asset for the transmission of cultural values and image.

The actions to be carried out by IDEX to promote the audiovisual sector in Spain are included in Action Programmes 2 and 3 for Investment 1 in Component 25 of the PRTR. Investment 1 in Component 25 of the PRTR has three Action Programmes relating to promotion, internationalisation and attracting filming and foreign investment to the audiovisual sector. Of these, Programme 2 aims to promote the internalisation of the audiovisual sector through participation in business forums, platforms, fairs and development laboratories for audiovisual projects; and Programme 3 aims to attract foreign direct investment in the

audiovisual sector by establishing an attractive investment environment, reducing administrative burdens and streamlining administrative procedures.

This contract falls under **Programme 3** of Component 25.

The activity is to be financed by transfers of funds from budget application 27.50.490A.740.14 of the SECRETARIAT OF STATE FOR TELECOMMUNICATIONS AND DIGITAL INFRASTRUCTURES (SETELECO), where there is adequate and sufficient allocation to fund the activities to be subsequently financed by the European Union's Recovery and Resilience Fund.

- 13.2** 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 Recovery and Resilience Fund.
- 13.3** In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union and the European Recovery and Resilience Fund.

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

CERDAN BORJA
ALBERTO -

Firmado digitalmente por CERDAN
BORJA ALBERTO -
Fecha: 2024.09.24 07:14:06 -07'00'

Alberto Cerdán Borja
Trade Commissioner
Economic and Commercial Office of Spain in Los Angeles

Annex A - template – Economic proposal (to include in Document 3)

Annex A - Template – <u>Economic proposal</u> (to include in Document 3)			
Event PROPOSAL "Spain in Hollywood" 2024 (100 guests) Maximum total budget 50.000 USD (excluding taxes)	ECONOMIC PROPOSAL BEFORE TAXES (in USD)	TAXES (in USD)	TOTAL (in USD)
A) <u>Venue/Space</u> for event "Spain in Hollywood":			
1. Rental space / room /hall			
2. Furniture / Decoration (stage, chairs, tables...)			
3. Video/Sound equipment (screens, speakers...)			
4. Services included (A/V technical staff,...)			
SUBTOTAL (A)			
B) <u>Catering Services</u> for event "Spain in Hollywood":			
1. Food (Spanish appetizers/snacks)			
2. Drinks (Spanish wines, beer, sodas/juices/water)			
3. Services included (waiters, chef, uncock...)			
SUBTOTAL (B)			
C) <u>Audio-Visual</u> equipment and staff:			
1. A/V equipment (screen, microphone, PC, TV...)			
2. AV technicians / staff			
3. Other A/V services (wifi, ...)			
SUBTOTAL (C)			
D) <u>Other expenses</u>:			
1. Insurance (100 attendees and staff)			
2. Other expenses (fees, mailing, shipping, extraequipments, etc.)			
SUBTOTAL (D)			
TOTAL Budget (in USD)			

Annex C – Beneficial Ownership Data (US) (to include in Document 1)

Company Logo

By this letter, I CONFIRM that the company details and real ownership of **COMPANY NAME** are the following:

COMPANY (P.J.) – Legal Entity

- Company Name:
- Headquarters (EU/non-EU):
- Tax Identification Number (TIN=US EIN):
- Country of Location:
- Incorporation Date:
- Address:

REAL OWNERSHIP (P.F.) – Individual(s) (Owner(s) or Director(s))

- Name and Surname:
- **Passport Number** or Tax Identification Number (TIN=US ITIN / SSN):
(indicate if it's Passport or TIN)
- Country (that has issued the Identification Number):
- Birth Date (DD/MM/YYYY):
- Place of Birth:

Date

Name and role (could be the contact person)

Signature

According to **Order HFP/55/2023**, of January 24, regarding the systematic analysis of the risk of conflict of interest in the procedures implementing the Recovery, Transformation and Resilience Plan **PRTR** (January 26, 2023). The Commission requires that the beneficial ownership must be requested from contractors or grant beneficiaries without Spanish NIF (ES TIN), for which the contract award procedure.

A **beneficial owner** is the natural person (individual) who ultimately owns or controls a company or legal entity, or in whose interest a transaction or economic activity is carried out. In other words, it is the person who, directly or indirectly, holds control over an entity or has an economic interest in it.

According to the regulations for the prevention of money laundering, **Law 10/2010**, all natural persons (individuals) who meet any of the following criteria are considered to be **beneficial owners of an entity**:

- Directly or indirectly owning more than 25% of the share capital or voting rights of the entity.
- To exercise effective control of the entity by other means, such as direct or indirect control of management or decision-making.
- Being the beneficial owner of the entity or of the economic transaction carried out.