

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.

TRADE COMMISSION OF SPAIN IN NEW YORK

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Date: February 24, 2025

REQUEST FOR PROPOSALS

Submission: tenders@icex.es

Closing: Monday, March 10, 2025, 17:00 PM EST.

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in New York
Contract number	X054-73-2024
Proposal's request	To select a specialized communication and event marketing agency responsible for the efficient implementation, management, and successful execution of all activations taking place on September 30th as part of the Spain Food Nation Summit (Summit), Spain's Great Match (SGM), and Discovery Zone (DZ) programs.
Timing, dates and number possible of renewals	The main contract is for the year 2025, with the possibility of two extensions (2026 and 2027).
Max. budget for contract excluding renewals	\$154,500.00 (One Hundred Fifty-Four Thousand Five Hundred US Dollars), tax excluded
Contract value including renewals	\$463,500.00 (Four Hundred Sixty-Three Thousand Five Hundred US Dollars), Total term including potential renewals, tax excluded
Qualifying prerequisites	<ul style="list-style-type: none"> - Financial solvency: financial accounts demonstrating minimum turnover of 231,500 USD, based on the best-performing year within the last three. - Technical solvency: proven track record in public relations and event management in the food and wine sector during the past three years. - Team requirements: a minimum of five staff members and a designated primary contact person
Points to be assigned based on evaluation of your proposal	Price (max 30 points), Team requirements (max 20 points), Technical proposal (max 50 points).
Documents to be submitted as part of the proposal	<p>1.The proposal: Consists of three separate documents, which together form the complete proposal. The three documents must be submitted together and should only be emailed to this address: tenders@icex.es by Monday, March 10, 2025, 17:00 PM EST. The total size of the emailed files must not exceed 4MB. If files are larger, please use a file transfer service to submit them.</p> <p>2.The three required documents are:</p> <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	Any questions must be submitted by email before Monday, March 3, 2025, 17:00 PM EST to tenders@icex.es

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the **Trade Commission of Spain in New York** (hereinafter TCSNY), invites qualified food and wine public relations and event management agencies to submit a proposal for the logistics and promotion of all activations taking place on **September 30th**, as part of the **Spain Food Nation Summit** (Summit), **Spain's Great Match** (SGM), and **Discovery Zone** (DZ) programs.

ICEX (www.icex.es) is a Spanish public organization established in 1982, with the main purpose of promoting the international development of the Spanish economy. ICEX operates under the Ministry of Economy, Commerce and Business of the Government of Spain (www.mineco.gob.es), who implements the country's international economic policies. While ICEX is linked to the government, it operates independently from the State administration, enjoying a degree of budgetary and operational autonomy.

To achieve its mission, ICEX relies on a network of professionals specializing in business internationalization. These experts are based at ICEX headquarters in Madrid, 30 Territorial and Provincial Trade Offices across various Spanish cities, and nearly 100 Economic and Commercial Offices located in Spanish embassies and consulates around the world.

Foods and Wines from Spain (FWFS), a brand of ICEX, promotes Spain's food and wine sectors in key export markets, including the U.S. To this end, every year, in coordination with ICEX, the TCSNY plans, executes, and monitors a wide range of activities targeting trade professionals (importers, distributors, buyers, chefs, procurement managers), occasionally including 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 various audiences and stake holders.

The activities carried out each year include a series of educational and promotional activations that consider the opportunities, challenges, and trends of the US market, as well as Spain's position relative to its major competitor countries in the US market.

#Spain Food Nation 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 beverages, and gastronomy in major export markets. The activities organized by the Agency will be implemented under this brand identity.

Overview of Spain's Food & Wine Industry in the U.S.

Spanish food and wine compete with global products for position and consumer recognition in the US market. Over the last decade Spain has positioned itself as a gastronomic trailblazer and a leader in creativity and innovation.

In 2023, \$3.1 billion worth of foods and wines from Spain were exported to the US, which translates to approximately \$9 billion in retail value.

Olive oil and wine are the two primary products exported to the US. Close behind are cheese, fresh octopus, seabass and bluefin tuna, as well as olives, tinned fish and a range of cheese accompaniments such as almonds, fig bread, apricot bread, and dried fruit.

Wines from Spain offer a remarkable array of world-class selections, crafted from indigenous and organically grown grape varieties that reflect the rich regional diversity of the country's 101 protected designations of origin. With winemaking traditions dating back to Roman times and the largest vineyard acreage of any country, Spain is now the third-largest wine producer globally, a leader in wine exports, and the top country for organic vineyards.

In the U.S. market, Spanish wine imports currently rank seventh in volume and fourth in value, presenting significant opportunities for growth. The most widely distributed wines come from renowned regions such as Rioja, Ribera del Duero, Rías Baixas, and Rueda, featuring native grape varieties like Tempranillo, Garnacha, Albariño, and Verdejo. Additionally, Cava—Spain’s signature traditional-method sparkling wine—and the exquisite, fortified Sherry wines from Jerez continue to gain traction.

Emerging regions producing Monastrell, Mencía, Bobal, Cariñena, Godello, Macabeo, and other indigenous varieties are also capturing the attention of U.S. wine media, trade professionals, and enthusiastic consumers.

Beyond wine, Spain’s quality alcoholic beverages are making their mark in the U.S. market, including vermouth, regional ciders, craft beers, and an expanding selection of artisanal gins and spirits.

Foods from Spain includes a variety of quality and gourmet foods such as: olives, olive oils (i.e. gourmet EVOO sourced from estate grown olives), sherry vinegar (from Jerez a unique product with Designation of Origin), cheeses (famed Manchego, Murcia al Vino, and many more gourmet cheeses), Ibérico meat, Ibérico ham and charcuterie (Spain’s gastronomic jewel), tinned fish preserves – tuna, anchovies (boquerones), sardines, octopus, etc., Piquillo peppers, Piparra peppers, quince paste, crackers, tortas, gourmet potato chips (truffle, Ibérico ham flavor), pimentón (unique distinctive smoked paprika), saffron, Marcona almonds, honey, dried fruit cakes, chocolate. Fresh fruit and produce such as persimmon, lemon, garlic, citrus: lemons and clementines, etc. We also have frozen octopus, squid and bluefin tuna, which have become an important product for Spain in the foodservice channel.

Spain’s gastronomy is varied, traditional, modern, and cross-cultural, giving and taking from the world. Regional traditions are interpreted and reimagined. Famous chefs in Spain, such as the Adrià Brothers, Ferran and Albert; the Roca Brothers; and the king of grilling, Victor Arguinzoniz of Asador Etxebarri, are joined in the U.S. by the irrepressible force of Chef José Andrés team and Mercado Little Spain in New York, as well as many excellent independent chefs creating exquisite Spanish cuisine in different regions of the country. These include Chefs Alex Raij and Ed Montero of Txikito and La Vara in New York, Chef Luis Roger of BCN and MAD in Houston, Chef Dani García of Casa Dani in New York City, Chef Katie Button of Curate in Asheville, NC, and Chef Javier Canteras of Urdaneta in Portland, OR, among others.

One of ICEX key initiatives to promote Spanish gastronomy globally is the **Restaurants from Spain** Certification Program. This program supports and certifies restaurants worldwide that specialize in authentic Spanish cuisine, ensuring they meet high standards of quality. By setting these criteria, the program helps diners discover establishments that deliver a genuine Spanish dining experience, while also setting a benchmark for other businesses aspiring to bring the flavors of Spain to tables across the globe. In the United States alone, 95 restaurants proudly carry this certification, embodying the spirit and authenticity of Spanish gastronomy.

Complementing this effort is the **Colmados from Spain** initiative, which aims to distinguish establishments dedicated to showcasing the quality and excellence of Spanish wines and food products. This program not only highlights exceptional Spanish products but also fosters an appreciation for Spanish culture and enhances Spain’s culinary image on an international scale.

1. PROJECT DESCRIPTION

ICEX and the TCSNY invite public relations and event management agencies with expertise in food and wine to ensure the efficient implementation, management, and success of our signature event, the Spain Great Match and all its programs and activations, such as the Summit and Discovery Zone.

Event Description

- **Spain Food Nation Summit.** (9:30 AM to 11:45 AM)

The day kicks off with the **#Spain Food Nation Summit** design to foster discussions on strategies for promoting and positioning Spanish companies and products in the U.S. market. The findings from the 2025 Advisory Councils will also be unveiled and explored.

The Summit will feature two focused roundtables, one dedicated to wine and the other to food, providing a platform for collaboration and insight-sharing among industry leaders. The contents of the Food & Wine Summit presentations, including the selection of panelists and moderators, will be coordinated by ICEX in collaboration with another agency to ensure a well-curated and impactful program.

- **Food from Spain Roundtable:** A panel discussion with four experts, including a moderator, diving into the richness of Spanish food products and cuisine.
- **Wines from Spain Roundtable:** A focused conversation led by four wine experts, one of whom will serve as the moderator.

Each roundtable will accommodate up to 75 attendees, offering an intimate and insightful exploration of Spain's culinary and wine excellence.

The Summit is tailored for a professional trade audience, including Spanish exporters, U.S. importers, distributors, representatives from the hospitality and retail sectors, members of the trade press, and other influential professionals in the U.S. food and beverage industry. The event will also include the Discovery Zone exhibitors and Spanish wineries participating in Spain's Great Match.

Immediately following the **Summit**, the doors to *Spain's Great Match* and *Discovery Zone* will open.

- **Spain's Great Match Session One** (12:00 PM to 5:00 PM) (Up to 650 attendees)

The **Spain's Great Match** event in New York brings together 35 to 40 exhibitors, including companies, DOs, and regional campaigns, to showcase the diversity of Spanish wines, foods, and spirits. The event offers three main food and wine seminars, alongside three mini-seminars (each hosted twice), drawing an average of 650 industry professionals and specialized media during the daytime session.

The event also serves as a platform for 15 food and wine companies new to the US market, showcased in the **Discovery Zone**, to present their products to importers and distributors, with the goal of securing distribution. Additional initiatives should be introduced in the agency proposal to ensure attendance from **importers and distributors**.

This year's program is filled with engaging and dynamic activations led by sommeliers, offering attendees immersive experiences to deepen their appreciation for Spanish wines and cuisine.

Below is the proposed lineup of activations for the day; however, additional ideas and proposals are welcome for consideration.

- **Walk-Around Tasting featuring the following activations:**
 - **35 to 40 importer** and winery portfolio stations
 - Up to 4 regional stations representing various regions or DOP's.
 - Artisanal Cocktail Bar, staffed by a mixologist, will feature a curated selection of crafted cocktails made with gins, vermouths, spirits, and other beverages (up to 6 cocktails),
 - Cava de Guarda Superior bar showcasing outstanding Cava selections.
 - Award winning Cheeses from Spain that exemplify Spain's rich dairy heritage.
 - Wines from Spain Awards: Taste the Gold medal winning wines recognized by this new and exciting competition.
 - Bobal and Monastrell wines: Dive into the world of these celebrated Spanish varietals with a dedicated seminar and tasting bar.
 - Vermutería: Celebrate the rich history, quality, and Mediterranean roots of Spanish vermouth.
 - ❖ **Discovery Zone** – highlight activation in the Walk-around tasting: Between 10 and 15 “New to Market” companies seeking to introduce or expand their products in the U.S. market will be participating in the walk around tasting The target audience will be **wine and food importers and distributors**.
 - **Food and Wine Seminars:** The “Cava de Guarda Superior” and “Bobal and Monastrell” seminars, each led by a Master of Wine (MW) or Master Sommelier (MS), will accommodate up to **75 attendees**. These **45-minute to 1-hour** seminars, will present up to 8 wines, paired with iconic Spanish food products such as cheeses, Ibérico ham, olives and Marcona almonds.
 - **Food and Wine Mini Seminars:** Up to 2 sets of mini seminars will be conducted by an experienced wine and food expert. Each **15-minute** mini seminar will highlight 4 wines/foods or food products and will be held twice. Each mini seminar will accommodate **15 attendees**.
- **Spain's Great Match Session Two** (5:30 PM to 8:00 PM) (Up to 250 attendees) (By Invitation-Only Event)

The exclusive by invitation only evening session, will host approximately 250 trade members and media, creating a more intimate atmosphere for exploring Spanish flavors and innovations.

- **Walk-around Tasting:** Presenting importer/winery portfolio stations (up to 35 to 40 exhibitors) as well as DO or regional campaign stations (up to 4),, an Artisanal Cocktail Bar, and a Vermouth Bar, both serviced by a bartender and/or mixologist.
- **Food and Wine Seminar:** Up to 1 seminar led by a Master of Wine (MW) or Master Sommelier (MS), accommodating 75 attendees. This 45-to-60-minute seminar will feature up to 8 wines paired with iconic Spanish food products, such as cheeses, Ibérico ham, olives and Marcona almonds.

Event Schedule (preliminary)

Location	TBD
Date	September 30, 2025
FWFS Summit	
Time	9:30 AM to 11:45 AM
Number of Attendees	Up to 75 for each roundtable
SGM Session One	
Participating companies	Spain's Great Match: 35 to 40 Discovery Zone: 10 to 15
Preliminary Schedule	Walk-around Tasting: 12:00 PM – 5:00 PM Cava de Guarda Superior Seminar (75 attendees): 1:00 PM – 1:45 PM Bobal and Monastrell Seminar (75 attendees): 3:00 PM – 3:45 PM Two 15-minute Mini Seminars (15 attendees per session): Each mini seminar is hosted twice. Times to be determined.
Number of Attendees	Up to 650 food and wine trade, educators and media
SGM Session Two	
Preliminary Schedule	Walk-Around Tasting: 6:00 PM – 8:00 PM Seminar 3 (75 attendees): 5:30 PM – 6:15 PM
Number of Attendees	Up to 250 VIP food ,and wine trade, educators and media (by invitation only).

1.1. Objectives:

- Increase Awareness and Adoption: Continue to build recognition and create opportunities for Spanish wines, food products and gastronomy in the US market.
- Promote Quality and Authenticity: Foster an image of the highest quality, authenticity, and sustainability for Spanish food and wines.

- Generate Excitement: Create enthusiasm for Spanish food, wine, and beverage alcohol products among trade professionals and consumers alike.
- Support Spain's Great Match: Assist TCSNY in organizing the Spain's Great Match to enhance market penetration and opportunities for Spanish brands already established in the market.
- Ensure Attendance of Food and Wine Importers and Distributors: Attract potential importers and distributors to the Discovery Zone, showcasing products seeking entry into the U.S. market.

1.2. Products to promote at the SGM NY:

Spain's food and beverage exports can be divided into two categories: generic commodity products and branded offerings.

- Commodity Products: These compete primarily on large-scale production and low prices. Notable examples include canned vegetables such as olives and peppers, as well as fruit and olive oil. In this segment, private labels play a significant role, and factors like brand and product origin are less critical.
- Value-Added Products: These products leverage brand identity and origin to stand out in the market. Key offerings include wines, fortified wines, sparkling wines, craft beers, ciders, vermouth, spirits, cheeses, ham, charcuterie, almonds, spices, vinegar, extra virgin olive oil, fig and almond cake, quince paste, jams, and sweet olive oil tortas, among many others.

1.3. Target audience:

- Qualified Trade Professionals: Key players in the industry, such as food and wine importers, distributors, chefs, sommeliers, beverage directors, retailers, and other industry experts.
- Importers and distributors are crucial for the Discovery Zone program, where products seeking entry into the US market are showcased.
- Media and Influencers: Journalists, bloggers, and influencers focused on food, wine, gastronomy, and lifestyle.
- Current and Prospective Partners: Organizations and collaborators interested in engaging with Spanish food and wine offerings.
- Key Trade and Media Contacts: Essential industry connections who amplify our message and broaden our reach.

2. REQUIREMENTS– CONTENT OF PROPOSALS

The selected company will be responsible for:

2.1. Communication Plan: Design a communication and promotion strategy for the Summit, SGM and Discovery zone events and activations to maximize media coverage and social media presence before, during and after the event. The strategy should also aim to achieve target attendance quality for each segment of the program.

a) Public Relations: The PR strategy must include all the following elements:

- **Provide a detailed PR plan**, indicating tactics, targets, and timeline.
- **Identify, invite, and secure the attendance** of key media and trade influencers for each event. Ensure participation from major media outlets, leading importers and distributors, top sommeliers, food and beverage directors, and influential retail buyers.
- **Discovery Zone comprehensive plan:** As part of their proposal, the agency must outline a strategy to generate buzz and raise awareness among food and wine importers and distributors about these new-to-market products. This plan should include targeted strategies to effectively engage potential buyers and highlight the value of these offerings. Additionally, the agency is responsible for designing and executing a structured program that guarantees each participating company secures **at least four pre-arranged meetings** with potential importers and/or distributors on the day of the event. The agency must also ensure that importers and distributors attend and visit the Discovery Zone areas, facilitating meaningful interactions and fostering business opportunities.
- **Write and create all materials**, including save-the-date notices, invitations, press releases, media alerts, press pitches and content for pages of each program.
- **Support ongoing marketing and PR** efforts by TCSNY, participating companies, and sponsors in the context of their participation.
- **Onsite Press Management:** Ensure a smooth press check-in process, provide guided event tours for the media, and coordinate interview and photo opportunities with key participants and influencers. Offer additional information, quotes, and photos to support coverage.
- **Media Outreach and Coverage Monitoring:** Follow up on any story leads resulting from the event to maximize media coverage.
- **Potential Partnerships with food and wine media platforms, and organizations/associations:**
 - When selecting a **media partner** for the Summit, SGM and Discovery Zone, the agency should prioritize candidates that align with the event's objectives. The media partner should effectively target a niche audience comprising food and wine trade professionals and media, with a strong interest in wine, gastronomy, and Spanish culture. Additionally, the partner should have the capacity to amplify event visibility and foster meaningful engagement within this specialized audience.

The agency will present a list of potential media partners, including brief profiles, reach statistics, and rationale for selection, to ICEX/FWFS.

ICEX will select the potential media partner(s), and the agency will initiate discussions with the chosen candidates to understand their media packages, willingness to partner, and alignment with SGM NY goals. The agency will also

discuss opportunities for content creation, social media campaigns, live event coverage, and potential exclusivity agreements.

This approach would ensure a well-rounded media presence, increasing visibility and impact across diverse, relevant audiences.

- When selecting a **promotional/marketing partner**: The agency will identify and engage local food and wine organizations, industry websites, and marketing platforms to secure online promotional partnerships for SGM NY. These partners should include respected NYC-based food and wine associations, digital platforms focused on the food and beverage industry, and relevant local event listing websites. The goal is to expand the event's digital reach and credibility within the trade community by leveraging each partner's established audience and online channels. The agency will develop tailored partnership proposals to secure pre-event promotional support, including social media posts, website event listings, newsletters, and potential collaborative content about the event.
- **Videography**: The agency must hire a professional videographer with expertise in event coverage and corporate video production to create the following content:
 - **Spain Food Nation Summit Video Clips**. These clips will be featured on the *Foods and Wines from Spain* YouTube channel and website. The videographer will record 4–5 brief statements from selected industry attendees, focusing on:
 - Their impressions of the event.
 - Their perspectives on Spanish foods and wines.
 - The agency must provide a proposal list of potential interviewees for approval by FWFS before the event.
 - **Spain's Great Match Video**. The agency is responsible for creating a 2 to 2.5-minute Full HD (1920x1080) video recap of the SGM NY. This video will be published on the *Foods and Wines from Spain* YouTube channel and website, serving as a key promotional tool to highlight the event's success, encourage participation and partnerships in future editions, and build anticipation for next year's SGM NY. (Reference: 2024 SGM NY video available [here](#)).

Content Requirements:

- The video should feature 5 to 6 brief testimonials from selected industry attendees and exhibitors.
- The agency must provide a proposal list of potential interviewees for approval by FWFS before the event. These testimonials should capture attendees and exhibitors' perspectives on the event and their impressions of the featured products.
- The agency will prepare a **detailed script** for the video, ensuring alignment with FWFS objectives and tone for revision and approval by FWS.

Timeline:

- The first draft of the video must be delivered **within 7 days after the event** for review and feedback.
- The final version should be submitted **within 14 days after the event**.

Branding and Design:

- The video must be edited using the specific graphic design materials created by ICEX for all FWS video content.
- All texts, names, and titles of interviewees must adhere to the corporate colors of FWS.

Note: The agency will be responsible for hiring and paying for any third-party expenses.

- **Photography:** The agency is responsible for providing a comprehensive dossier of professional photographs documenting each activity during the event, including the **Summit, SGM, Discovery Zone**, seminars, mini seminars, live tasting demonstrations, Grand Tastings, bars, and sponsor lounges.

This visual content will be essential for promoting the event and strengthening the brand identity of Foods and Wines from Spain across various platforms. Therefore, a selection of **30 general event photos must be delivered within 48 hours after the event**, while the complete dossier should be provided within 7 days following the event.

- **Hiring a Photographer team:** Select and hire a qualified photographer team with experience in event coverage.
- **Coordinating:** Collaborate with the photographer to ensure the shoot runs smoothly and adheres to the event schedule.
- **Communication:** Maintain open and ongoing communication with the photographer and all parties involved in the shoot.
- **Scheduling and Shot List:** Develop a detailed timetable and shot list to guarantee that all key moments and activations are captured.

Note: The agency will be responsible for hiring the photographer and covering any associated third-party expenses. All rights to the photographs and related materials will belong to ICEX.

- b) Digital Marketing Media Plan:** The agency will implement a targeted strategy to engage a niche audience of food and wine trade professionals and media to the **Summit, SGM** and **Discovery Zone**. This includes pre-event calendar listings in major wine and food industry websites and publications, profile articles highlighting the growth, quality, versatility, and opportunity of Spanish wines for the U.S. food and wine trade, and pre-event media coverage.

Agency should submit a detailed digital media plan to ICEX for approval. ICEX will hire directly and issue payment to the platforms and /or media outlets.

The media plan should include:

- **Audience Targeting:**
Engaging sommeliers, wine and food importers, restaurant and hospitality professionals, and journalists through strategically chosen digital channels.
- **Ad Campaign Design and Management:**
 - Create and manage campaigns on relevant social media and industry platforms.

- Ensure all content and ad placements reflect the event's professional and exclusive tone.
- **Performance Tracking and Optimization:**
 - Focus on precise audience targeting and efficient budget use.
 - Monitor key metrics such as reach, engagement, click-through rates (CTR), and event registrations, making regular adjustments to optimize results.
- **Reporting:**
 - Manage the approved campaign budget and provide regular performance updates, culminating in a final analysis to evaluate the campaign's effectiveness.

c) Social Media: The agency will design and execute a comprehensive social media campaign to promote the Summit, Spain's Great Match and Discovery Zone across ICEX's Foods & Wines from Spain channels.

Generate social media coverage on Spanish foods and wines, and trends as they relate to the Summit, SGM and Discovery Zone events and participants.

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

- **Pre-Event Campaign**
 - Timeline: At least two weeks before the event.
 - Objective: Drive engagement and attract target audience to the different activations of the event, such as: Summit, Grand tastings, seminars, mini-seminars, Discovery Zone areas, etc.
 - Channels: Instagram Spain Food & Wine and Facebook: Foods & Wines from Spain.
 - Deliverables: A social media campaign tailored to the event's target audience. Eye-catching visuals and messaging aligned with ICEX branding.
- **On-Site Social Media Coverage**
 - Platform: Instagram (Stories only).
 - Objective: Showcase live updates of activities at the event to generate real-time interest.
 - Deliverables: A detailed plan for live story coverage during the event. Content capturing key activities, including tastings, exhibitor highlights, etc.
- **Influencer Content Creation:** Encourage real-time social media posts from invited influencers, providing exclusive access and photo opportunities to increase organic reach.

Note: The agency will be responsible for hiring and paying for any third-party expenses

d) Website: The Foods and Wines from Spain website, foodswinesfromspain.com (Upcoming Events) will serve as the central hub for all communications related to the

Summit, Spain's Great Match (SGM), and Discovery Zone events. These dedicated pages will host attendee registration, session details, and comprehensive information about each event, following the structure and style of the 2024 Spain Food Nation Summit and previous Spain's Great Match events. The webpage sections will include:

- Home
- About
- Exhibitors
- Events and Tastings
- Open Tasting Area
- News
- Past Editions
- Contact Us

The selected agency will be responsible for:

- **Budgeting, developing, and delivering all content** for these webpages, including engaging and informative materials such as photos, videos, and news updates tailored to the SGM event webpage on foodswinesfromspain.com.
- **Ensuring the timely distribution** of relevant news and updates in the months leading up to the events to maximize visibility, generate interest, and attract high-quality attendance.
- **Centralized use of the ICEX Platform for registration**
 - Attendance registration for all events and activations must be conducted exclusively through the ICEX platform for **Spain's Great Match Upcoming Events**, using either Google Forms or the registration tool provided by ICEX.
 - The use of **Eventbrite or any other third-party registration tool is not permitted**. Adherence to this requirement is essential to ensure centralized coordination and compliance with ICEX standards.
 - Paid advertising and event promotion must also be directed through the ICEX platform to ensure consistent branding, compliance, and streamlined communication.

The agency must strictly adhere to these requirements to align with ICEX guidelines and maintain centralized coordination of all advertising, registration, and promotional efforts.

Note: All paid content created for these pages will become the property of ICEX.

e) Masterclasses, Mini-Seminars and Other Activations:

- **Seminars:** Up to three (3) seminars, each lasting 45 minutes to one hour.
- **Mini-Seminars:** Up to two (2) quick 15-minute sessions, each offered twice for greater accessibility.

The agency will contribute to the development of a compelling and educational program by:

- **Proposing Topics:** Suggesting engaging themes for masterclasses and mini seminars.
- **Recommending Products:** Advising on food and wine products to feature at seminars and mini seminars.
- **Identifying Speakers:** Recommending potential speakers based on their expertise and relevance to the event's themes.
- **Hiring:** Securing speakers and personnel for the Food & Wines from Spain masterclasses, mini-seminars, and special activations such as the Artisanal Cocktail Bar, Cheeses from Spain Awards, Vermouth bar and others. This includes:
 - **Two Speakers:** Masters of Wine, Masters Sommelier, or Food/Wine Experts to host two one-hour seminar.
 - **One Master Sommelier or Food/Wine Expert:** To lead one mini seminar which will be presented twice.
 - **One Cheese Specialist:** To oversee the Cheeses from Spain Awards Table.
 - **Six Sommeliers or Wine Specialists:** To staff the Cava bar, Wines from Spain Awards table, Cocktail bar and Vermouth bar)

Note: The agency will be responsible for hiring and paying for any third-party expenses. The above personnel are, **in addition to the wine expert, included in the agency personnel position of Wine Expert** who will host one seminar and one mini-seminar, with the mini-seminar being presented twice.

While the agency will play a pivotal role in sourcing speaker proposals, **ICEX will retain the final authority on speaker selection**, with the discretion to choose options that may differ from the agency's recommendations.

2.2. Event Management and Logistics Action Plan: Develop a comprehensive and executable logistics and event management plan for all activations taking place on September 30th in conjunction with the Summit, SGM and Discovery Zone programs. The plan presented by the agency should include non-binding, but viable budget recommendations covering all the following services, which the agency will be responsible for managing. ICEX will only hire and pay the venue, catering and rental equipment.

- **Venue, catering and rental equipment:** Agency will negotiate vendor contracts and coordinate logistics for all rental equipment, including décor, glassware, spittoons, linens, signage, supplemental lighting, audio visual needs, entertainment, security, shipping, and storage. All final decisions must be approved by ICEX, represented by TCSNY.

Note: ICEX will pay for the venue, catering and rental equipment directly to the vendor.

- **Permitting/licensing:** Identify permitting requirements and obtain state and/or city beverage alcohol permits as needed.

Note: The agency will be responsible for hiring and paying for any third-party expenses.

- **Floor plans:** Design and submit the final recommended floor plans at least two weeks prior to the event. The final decision on the floor plans will rest solely with ICEX, represented by TCSNY.

Note: The agency will be responsible for hiring and paying for any third-party expenses.

- **Box Office/Registration:**

- Establish reservation procedures using the ICEX account of **Encuestas.com** or **Google Form** at least **10 weeks prior to the events**, ensuring TCSNY has ongoing access to this platform, making sure that it includes Privacy Notice so it can collect complete contact information of RSVPs and attendees.
- Identify, invite, and follow up with key food and wine trade and media representatives to ensure high-quality attendance at Summit, Discovery Zone, tasting events, and seminars.
- Conduct screening of registered trade and press before the event.
- Coordinate and manage RSVP and re-confirmation processes to ensure optimal attendance.
- Creating badges for all registered press and trade attendees.
- Oversee **on-site event management**, which includes:
 - Hiring and coordinating all on-site staff.
 - Managing registration for participants and attendees.
 - Screening contacts at the entrance.
 - Collecting complete contact information for all attendees including company name, contact name, email address & phone number.
 - Implement QR code ticket scanning for efficient attendee check-in to the Summit, SGM/Discovery Zone and seminars.
 - Provide at least four badge printers at the event for walk-ins.

Note: The agency will be responsible for hiring and paying for any third-party expenses.

- **Wine Service:** The agency will be responsible for coordinating, managing, and overseeing the delivery of participating wine and food products for **Spain's Great Match**, including all associated activities of the **Discovery Zone**.

For the **Discovery Zone**, the agency must hire a logistics company to handle all necessary paperwork and documentation for products that do not currently have distribution in the United States.

- **Food and Wine Warehousing:** Ensure proper storage of all items.
- **Real-Time Inventory Access:** Maintain up-to-date access to inventory to ensure delivery of all participating products.
- **Delivery and Distribution:** Manage the timely delivery of wine samples to each participant's table and seminars on the day of the event.

The agency will be fully responsible for hiring and covering the costs of any third-party service, including warehousing expenses and logistics company fees.

- **Manage Event Logistics: (calendar/workflow chart recommended)**

- Coordinate and manage event logistics and set-up for all sessions and activations of the **SGM**, including the **Summit** and **Discovery Zone** programs.
- Coordinate the setup and dismantling of the Sponsor/ VIP Lounge or similar areas, if applicable.
- **Seminar Logistics:** Manage all logistics for seminars, including organizing materials, setup, rentals, attendee registration, speaker coordination, waitstaff, pourers, and audiovisual requirements.
- **Communications with Participating Companies:** ICEX and TCSNY will handle all communications with participating companies of the SGM and Discovery Zone.
- **Event Materials:**
 - **Exhibitor Package.** Creation of the Exhibitor Package (event schedule, guidelines, shipping instructions, etc.) should be available at least 8 weeks prior to the event.
 - **Exhibitor Digital Booklet - Guidebook.** Develop, review, edit, and produce the SGM Guidebook. All exhibitor information will be compiled in **an Excel document** and subsequently transferred to the SGM NY Guidebook.
 - **Collateral Material.** All collateral materials, including the event floor plan, table and event signage (including roll-ups), should be finalized for review two weeks prior to the event. This collateral material should also include Restaurants from Spain and Colmados from Spain programs. Tasting placemats and tasting sheets will be provided by TCSNY to the agency for printing one week prior to the event.

Note: Event graphics and design elements will be provided by ICEX.

The agency will be responsible for hiring and paying for any third-party expenses, including **Guidebook App** and **printing costs**.

- **Evaluation Surveys:** To ensure comprehensive feedback and data collection during Spain's Great Match, the following surveys will be conducted:
 - **Exhibitor Survey**
Gather insights from exhibitors regarding their experience and outcomes.
 - **Seminar Survey**
Collect feedback and sales leads from attendees of all seminars.
 - **Post-Event Survey**
Launch immediately after the event to evaluate overall attendee impressions and responses.

Survey Specifications

The surveys will be conducted using ICEX's contracted platform, **encuestas.com**, with the following guidelines for the agency:

- **Questionnaire Development**
The agency must provide a list of questions for each survey (exhibitor, seminar, post-event).

- **Survey Creation:**
ICEX will prepare the forms on the platform based on the agency's input and share the survey links.
- **Results Reporting:**
ICEX will provide the collected data files, which the agency must include in their final report.

Additional Instructions

To streamline the process and enhance participation:

- The agency should create QR codes for each survey, allowing attendees to complete them digitally during the event.
 - Paper surveys will no longer be used.
- **Reporting – Periodic status reports and Final Event Reports:** In the months leading up to the event, TCSNY may require the agency to meet more regularly to prepare for the event.

To ensure a comprehensive evaluation of the event, the agency must provide the following reports and data for the Summit, SGM and Discovery Zone:

- **Key Outcomes and Event Performance**

Attendee Data:

- Complete contact information for all attendees.
- Attendee profiles categorized by types of attendees, including percentages for each category.
- Quantitative and qualitative data (by profile) of attendees for each activation.

Discovery Zone Metrics:

- The number of visits by importers and distributors to the Discovery Zone.
- The number of visits for each participant at the Discovery Zone.

Promotional Efforts:

- A thorough description of the promotional strategy, all promotional efforts, and their results.
- Key performance indicators (KPIs) for each action.

- **Engagement and Feedback Analysis**

Attendee and Participant Surveys:

- Include in the final report the results of the surveys conducted during and after the event.

Social Media Activity:

- A detailed analysis of social media activity related to the event.

- **Recommendations for Future Events**

Improvement Analysis:

- An assessment of what worked well and recommendations for improvements for the next edition of the program.

- **Additional Insights**

Other Relevant Data:

- Any additional data or analysis relevant to the event's success and performance.

2.3. Additional initiatives: The agency is encouraged to propose and manage additional initiatives to enhance the event's success and overall impact. These initiatives may include systems for enabling the immediate purchase of wines or foods by attendees, strategies to drive traffic to winery and producer pages, and interactive programs such as contests, raffles, or immersive activities. Other ideas could involve loyalty or reward programs, live demonstrations, or partnerships with local influencers to promote specific activations. Creative approaches like digital passports encouraging booth visits or virtual experiences highlighting Spanish wineries and regions can further boost attendee engagement and exhibitor visibility.

By incorporating these innovative strategies, the event will deliver a dynamic and memorable experience while strengthening connections between attendees, exhibitors, and Spanish products.

Additionally, **at least one initiative** focused on promoting ICEX's ***Restaurants from Spain*** and ***Colmados from Spain*** programs should be included in the agency's proposal.

Bids that fail to include all the activities and tasks outlined in the briefing will be automatically excluded from consideration.

3. TERM AND EXTENSION OF THE AGREEMENT

3.1. Term. The services described in the contract will be provided from the date the agreement is signed by both parties until **October 30, 2025**.

3.2. Extension. ICEX reserves the right to renew the Agreement with the awarded company for 2 (two) additional editions following the initial one, without the need for a new tender, provided both parties agree to the contractual provisions.

The awarded company will be required to renew the contract if notified of the renewal at least 2 (two) months prior to the expiration of the current term. The general terms and conditions outlined in the Bidding Specifications for this Tender will govern any extension. Each renewal will be signed by both parties.

4. BUDGET

4.1. Maximum First Year Budget (excluding taxes): The maximum 2025 budget for the execution of the project is **154,500 USD (One Hundred Fifty-Four Thousand Five Hundred US Dollars)**. All bids must be submitted in **US Dollars, excluding taxes**.

Bidders are required to specify, as a separate item in their bids, any applicable taxes.

Estimated Contract Value: The estimated total contract value includes the base contract and two potential extensions. The total estimated contract value is a maximum of **463,500 USD**, excluding taxes, and is divided as follows:

- Main contract maximum budget for 2025: **154,500 USD** (excluding taxes)
- First renewal (2026) maximum budget: **154,500 USD** (excluding taxes)
- Second renewal (2027) maximum budget: **154,500 USD** (excluding taxes).
- Possible modifications for contract renewals may be granted and cannot exceed: **30,900 USD** (excluding taxes).

Changes to the contract value may occur due to unforeseen circumstances that require an expansion of the activity scope. This could include extending the event's duration, increasing the number of participating brands, or adding complementary activities not currently listed in this document.

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 expenses on behalf of ICEX may be incurred by the company prior to the signature of the corresponding contract and ICEX's prior approval, as represented by the Trade Commission of Spain in New York.

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

5.3. Payment schedule. Invoices corresponding to the total budget assigned to the Agency must be submitted to ICEX in two (2) instalments:

- **Instalment 1:** 85% of the total budget will be paid on the day of the event.
- **Instalment 2:** 15% of the total budget will be paid once the corresponding reports and video are delivered and approved by ICEX, which should be no **later than two weeks following completion of the event**.

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

TRADE COMMISSION OF SPAIN
ICEX España Exportación e Inversiones, E.P.E.
CIF: Q 2891001F
c/o Trade Commission of Spain
405 Lexington Ave., 47th floor
New York, NY 10174

The Agency invoice will contain the following elements:

Company letterhead / logo
Address

Date
Invoice number
CIF number / Tax Identification Number (TIN)
Description of the item/s
Total amount due

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

6. REQUIREMENTS

6.1 Financial solvency requirements. All competing companies must provide a solvency report, including financial accounts for the past three years. The minimum turnover requirement is **231,500 USD**, based on the best-performing year within the last three years.

6.2 Technical solvency requirements. The company must have a strong and proven track record in public relations and event management for food and wine activities and/or programs. Technical solvency will be demonstrated by submitting details of similar activities carried out during the past three years in the United States.

6.3 Team requirements. Human resources assigned to the project. The role of each team member assigned to this project must be specified in the tender, along with their resumes. The company must designate a primary contact person who is informed of all aspects of the contract, including administrative matters, and who will maintain direct and continuous communication with ICEX, represented by the Trade Commission of Spain in New York.

The staffing requirements outlined below are mandatory. Agencies that do not include a team that meets all the requirements in their offer will be excluded from consideration. However, agencies may fulfill these requirements through subcontracting, joint ventures, or similar arrangements.

- It is expected that all key team members assigned by the agency to the contract have specific knowledge and professional expertise in the US food and/or wine industry, are fluent in spoken and written English, and remain as part of the team for the duration of the contract period.
- The agency must have sufficient qualified staff to efficiently promote and manage the planning and logistics of the Spain's Great Match event and all activations.

A minimum of **5 (five) distinct** staff members must be assigned to this project. The staffing team should include the following:

- **Senior Manager.** Senior agency member responsible for the planning, organization, and overall implementation of the program.
 - A minimum of **five (5) years of verifiable experience** in the US market in food and wine marketing and communications, based in the US.
 - A strong and proven track record in food, gastronomy, wine and other alcoholic beverage public relations, marketing, and promotion throughout the US.
 - Must be a native English language writer with strong communications and writing skills.

In addition to the Senior Manager, the team assigned to manage and supervise all aspects of public relations efforts, logistical planning for the Spain's Great Match event, and coordination with the TCSNY team to ensure timely approvals and billing of all third-party contracts and invoices, should include:

- **Event Manager.** With a minimum of **four (4) years of overall experience** in communications, marketing and logistical planning of wine and/or food events. Strong communications and writing skills are required.
 - **Social Media Content Editor.** A designated team member responsible for creating and posting content regularly to support SGM activations, with the goal to maximize social media engagement in the weeks leading up to the event and on the event day. This role requires coordination with the ICEX/TCSNY Digital agency. The team member must have the following minimum qualifications:
 - Must be a native English language writer.
 - Minimum of **3 (three) years of experience** in social media content creation and management.
 - **Wine Expert.** Responsible for designing the seminar and mini-seminar programs, developing theme ideas, selecting food and wine pairings, and coordinating the event seminars and mini-seminars on the event day. The Wine Expert will also host one seminar and a mini seminar, which will be presented twice. The team member must have the following minimum qualifications:
 - Must be a Master Sommelier, Master of Wine or exceptionally, a certified Advanced Sommelier working towards becoming a Master Sommelier.
 - Minimum of **5 (five) years of experience** working as a speaker.
 - Well-versed in the rich culture of Spain.
- ICEX understands that the agency may need to subcontract this expert, but ICEX must approve the hiring of these services. The agency should include up to two (2) realistic potential candidates in their proposal.
- **Assistant Project Manager.** Designated team member with a minimum of **two (2) years of experience** in event management and promotional campaigns, responsible for all reporting to ensure compliance with ICEX's requirements on a timely basis.

The company must notify the Trade Commission of Spain in New York of any changes to the team that could impact the development of the project. If any team member leaves, they must be replaced with a person who meets the requirements outlined in this briefing. Any changes to key personnel may affect the potential renewal of contract. The company's team will regularly meet with the team of the TCSNY to monitor the project's progress. These meetings may be held via videoconference.

6.4. Agency Databases, Contacts and Resources.

The agency is required to demonstrate its extensive, well-established network across the U.S. wine, alcoholic beverages, food, culinary, and media industries. This includes providing specific numbers and types of contacts, with a clear breakdown across key segments such as food and beverage trade professionals, sommeliers, culinary

influencers, journalists, and major media outlets. Additionally, the agency should offer evidence of relationships with notable trade and consumer publications, industry organizations, and influential figures within the industry.

The agency must also present a comprehensive list of the databases it utilizes to maintain and expand its network. This should include both proprietary contact lists and third-party databases that enable targeted outreach within the food and wine sectors. For each database, the agency should outline its scope and focus (e.g., media contacts, event organizers, trade professionals) and specify how each database supports effective communication, targeted outreach, and strategic PR planning. This information will demonstrate the agency's capability to reach relevant industry audiences, maximizing event visibility and quality attendance.

6.5. Assignment. Assignment of the contract to a third party is not permitted.

7. EVALUATION CRITERIA

All proposals will be evaluated and compared on an equal basis using the following criteria and respective weightings:

EVALUATION CRITERIA		Scores (Max.)
-Price competitiveness of the tender		30
<p>The offer with the lowest budget will receive the highest score for this item, while the remaining offers will receive a proportional score. Most economical offer = maximum score. For all the other offers, the score will be calculated using the following formula: Points per offer = (price of the most economical offer / price of the offer) X Maximum score per criteria.</p> <p>Financial Proposals that exceed the maximum available contract budget will not be considered.</p>		
-Team Requirements. Human resources assigned to the project		20
<p>Years/months of experience beyond the required minimum will be considered and awarded the following points:</p> <ul style="list-style-type: none"> • Senior Project manager: Must have a minimum of 5 years of verifiable experience in food, wine and alcoholic beverages marketing and communications within the US. 1 point per additional year, up to a maximum of 5 points. • Wine Expert: Must have at least 5 years of experience as a speaker. 1 point per additional year, up to a maximum of 6 points. • Event Manager: Must have a minimum of 4 years of overall experience in communications, marketing and logistical planning of wine and/or food events. 1 point per additional year, up to a maximum of 4 points. • Social Media Content Editor: Must have a minimum of 3 years of experience in this field. 1 point per additional year, up to a maximum of 3 points. 		

<ul style="list-style-type: none"> • Assistant Project manager: Must have a minimum of 2 years of verifiable experience in promotional campaigns, including responsibility for all reporting and accounting to ensure timely compliance with ICEX. 1 point per additional year, up to a maximum of 2 points. <p>See section 6.3. for the complete description of these roles' requirements.</p> <p>The agency must present the project human resources according to the format specified in Appendix II.</p>	
-Technical Proposal	50
<p>Technical Proposal: Communication Plan, Social Media Strategy, Event Management & Logistics</p> <p>ICEX will evaluate the quality and feasibility of the proposed plan, as well as how effectively it meets the objectives of the Summit, SGM and Discovery Zone. Points will be awarded to each component within the Technical Proposal based on the criteria outlined below:</p>	
<p>Section 2.1 Communication Plan (Up to 30 points)</p> <p>1.Detailed PR plan with clear tactics, targets, goals, timeline which includes to secure the key media and trade influencers event attendance. (up to 4 points)</p> <p>2.Creation of compelling press materials, clear plan for managing press relations, onsite facilitation of press tours and interviews, media engagement, and post-event outreach. (up to 4 points)</p> <p>3. Discovery Zone: comprehensive plan for promoting the Discovery Zone. Attract and engage potential importers and distributors, and facilitate appropriate and realistic interactions, guaranteeing a minimum of four (4) pre-arranged meetings for each Discovery Zone participant on the day of event. (up to 8 points)</p> <p>4 Videography, photography, and ICEX branding adherence (up to 2 points)</p> <p>5.Design and execution of a comprehensive digital marketing campaign: pre-event, during the event and post -event (up to 3 points)</p> <p>5.Design and execution of a comprehensive social media campaign: On-site live coverage, influencer engagement and content creation (up to 3 points)</p> <p>7.Website content and development for the webpages created for Summit, SGM and Discovery Zone. (up to 3 points)</p> <p>8 Developing an engaging educational program for the seminars and mini-seminars topics, while identifying adequate speakers (up to 3 points)</p>	30
<p>Section 2.2 Event Management and Logistics Action Plan. (Up to 15 points)</p> <p>Detailed event planning and coordination, demonstrating logistical efficiency, to include:</p> <p>1. Clear timelines, budget management and vendor coordination (up to 5 points)</p> <p>2.. RSVP management, on-site registration and wine service logistics (up to 4 points)</p> <p>3.. Exhibitor packages and event materials (up to 3 points)</p> <p>4.. Post-event evaluation, surveys and reporting (up to 3 points)</p>	15

<p>Section 2.3 Technical Proposal: Innovations and improvements (Up to 5 points)</p> <p>ICEX will assess aspects of the proposal that introduce realistic added value to the project <u>at no additional cost to ICEX</u>, such as innovative communication strategies, new activations at the event, or other enhancements beyond the requirements of this brief.</p>	5										
<p>Technical Proposals that do not receive at least 22,5 points in sections 2.1 and 2.2. will automatically be excluded.</p> <p>The elements of the proposals - other than price and automatic criteria- will be scored as follows:</p> <table border="1" data-bbox="203 583 1180 758"> <tr> <td>0% of allocated points</td><td>Not enough information</td></tr> <tr> <td>25% of allocated points</td><td>Almost adequate</td></tr> <tr> <td>50% of allocated points</td><td>Adequate</td></tr> <tr> <td>75% of allocated points</td><td>Very good</td></tr> <tr> <td>100% of allocated points</td><td>Excellent</td></tr> </table>	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	
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										
TOTAL	100										

8. CONTENT OF PROPOSALS

8.1. Proposal content. Bidders are expected to submit a proposal that includes three (3) separate documents (Administrative Requirements; Technical Proposal; and Financial Proposal), as detailed below. Proposals missing any of these documents will be considered incomplete and excluded.

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

- **Acceptance letter.** All bidders must provide an acceptance letter, signed by a legal representative of the company, confirming their acceptance of all terms and conditions stipulated in this briefing.
- **Project References.** The dossier should detail promotional events of a similar scale carried out in the last 3 years, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work were provided. A minimum **experience of three years** in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover exceeding **231,500 USD** 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 **should not make any reference to price**. All competing companies must present a detailed work proposal, that includes all requirements included in **section 2 Requirements of Proposals**.

8.4. Document 3:

(A) Financial proposal (Appendix I - Excel file): All competing companies must present a financial proposal, including a detailed budget for the project and its breakdown for each area of activity.

- **Taxes.** ICEX will evaluate the Financial Proposal based on the offered prices, excluding taxes. Therefore, the proposals should include a breakdown of the price offered, clearly separating taxes.
- **Currency.** The proposal will be drafted in **US Dollars**.

(B) Team Requirements (Appendix II - Excel file): See section 6.3

9. SUBMISSION OF PROPOSALS

9.1. Invitation to tender. ICEX, represented by the Trade Commission of Spain in New York, will send this briefing to various companies. The briefing will also be published on the website of the Trade Commission of Spain.

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 email tenders@icex.es before **Monday, March 10, 2025, 17:00 PM EST**. Proposals not submitted within the deadline will be automatically excluded.

9.3. Electronic files. All files should be in digital (PDF and MS Excel) format only. Neither emails nor individual files sent as attachment should exceed 4MB in size. If files are larger, the competing companies should use a file transfer service, which they have previously verified (e.g. WeTransfer, Dropbox, or other).

9.4. 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 companies. Submission of an offer will not generate any fees or reimbursement from ICEX.

9.5. Language. The proposal will be drafted and presented in English.

9.6. Acceptance of terms. Submission of a proposal and participation in this tender implies the express acceptance by the competing companies of all the terms and conditions outlined in this brief.

9.7. 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.

9.8. Clarification of proposals. Competing companies meeting the administrative requirements of this briefing may be invited by ICEX to clarify specific aspects of their technical or financial proposals, which will be done in writing.

9.9. 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 the requirements set in this briefing. Non-compliance with any of the requirements established in the present brief will result in automatic disqualification.

9.10. Assessment of proposals. The document 1 (Administrative Requirements) will be the first to be opened and assessed. Once a competing company is confirmed to comply with all requirements, Document 2 (Technical Proposal) be opened, assessed and evaluated. Finally, Document 3 (Financial Proposal) will be opened, assessed and evaluated. Therefore, the price in the financial proposal offer will not be known until that moment.

9.11. Selection of company. A decision will be made as soon as possible after the proposal submission deadline. The decision will be notified via email to all competing companies, in enabling the selected company to begin work promptly.

9.12. Contact persons. Questions related to this briefing must be submitted in writing no later than **Monday, March 3, 2025, 17:00 PM EST** and must be sent exclusively via email to **tenders@icex.es**. In the interest of fairness, any questions from competing companies, as well as the corresponding answers from ICEX, may be shared with all other companies.

10. PROCUREMENT BOARD

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

Chair	Katrin Naelapaa	Director, Wines from Spain, New York
Substitute	Jeffrey Shaw	Director, Foods from Spain, New York
Committee Member	Laura Gómez Climent	Director, Multilateral and Information Department
Substitute	Yolanda Martín González	Director, Accounting, New York
Committee Member	Silvia Barraclough	Member of the International and Direct Missions Department
Substitute	Lidia Escribano Martínez	Head of the Food & Beverage Department, ICEX
Committee member	Salomé Martínez	Deputy Director Food Industry Division, ICEX
Substitute	Gabriel Sánchez de la Madrid	Member of the International and Direct Missions Department
Secretary	Pedro Patiño Segura	Head of the Contracting Department
Substitute	Isabel Arias	Member of the Contracting Department

New York, on the date included in the signature.

ICEX's Board of Directors
By Delegation (Resolution of 30 September 2021 BOE
[Official State Gazette] nº. 243 of 11 October 2021

ADMINISTRATIVE CLAUSES

a) 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 bidder 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, with technical advice, if necessary, whether the bid disproportionate or anomalous and will be excluded 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.

- The highest 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.
- Lowest percentage of temporary contracts in the workforce by each of the companies.
- Highest percentage of women employed in the workforce by each of the companies.
- If it is not possible to break the tie using the above criteria, lots will be drawn.

b) OBLIGATIONS

- a. **Technical Quality.** The awardee agency shall be responsible for the technical quality of the work and services performed under 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 execution of the contract. In particular, the awardee agency shall be responsible for:

- Ensuring that both the execution and the outcomes of the services and work comply with the quality specifications required by ICEX.
- Compliance with the deadlines agreed upon with ICEX in all cases.
- Addressing any omissions, errors, incorrect conclusions, or inappropriate methods that it may occur 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.
- Proper handling and processing of all information and data provided 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 company on behalf of ICEX in connection with this contract, shall belong to ICEX, at no additional cost, upon payment of all relevant consultancy fees and expenditures 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.

c) 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.** If 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.** If 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.

d) 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.

e) 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 English.

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.

f) EUROPEAN FUNDING

European Regional Development Fund (ERDF). This project can be subject to financing of the European Union through the European Regional Development Fund. The successful tenderer will be obliged to comply with the information and advertising obligations set out in Annex XII, section 2.2. of Regulation (EU) 1303/2013 of the European Parliament and of the Council of 17 December 2013¹, and, in particular, the following:

- In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Regional Development Fund.
- In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union and the European Regional Development Fund, including the motto “A way of making Europe”.

¹ Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006.
<http://data.europa.eu/eli/reg/2013/1303/2020-12-29>