



#SPAIN FOOD NATION ADVISORY COUNCIL

**BRIEFING/CONTRACTUAL CONDITIONS
CALL FOR BIDS
FROM COMMUNICATIONS AND PR CONSULTANCIES
FEBRUARY 2024**

**ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E. P. E.
SPANISH ECONOMIC AND COMMERCIAL OFFICE IN PEKÍN**

Eligible for co-financing from European Union Funds



Código: 14427039-89288509900AJ4UR8TYF Autenticidad verificable en: <https://serviciosmin.gob.es/arce>
Documento electrónico, página 1 de 30.

CONTENTS

1. TERMS OF REFERENCE	4
2. PURPOSE OF THE CONTRACT	11
3. CONTRACT, APPLICABLE LEGISLATION AND JURISDICTION	11
4. CONTRACT TERM	12
5. CONTRACT BUDGET	12
6. PAYMENT AND INVOICING	12
7. CONSULTANCY PROFILE AND REQUIREMENTS	13
8. CONTENT OF PROPOSALS	15
9. PRESENTATION OF PROPOSALS	17
10. EVALUATION CRITERIA	19
11. OBLIGATIONS	21
12. CANCELLATIONS AND TERMINATION	23
13. MODIFICATIONS OF THE CONTRACT	23
14. APPLICABLE LEGISLATION	24
15. JURISDICTION	24
16. EUROPEAN FUNDING	24
17. ORGANISATIONS	24
APPENDIX I. Financial and Technical Solvency	26
APPENDIX II. Technical Proposal (Programme proposal)	26
APPENDIX III. Financial Proposal	27
Annex I. Description of the Topic to be discussed in 2024 by the Advisory Council	



ICEX Spain Trade and Investment, E.P.E. (hereinafter, **ICEX**), represented in Beijing (China) by the Economic and Commercial Office of the Spanish Embassy (hereinafter, the Office), invites qualified food and alcoholic drink consultancies (hereinafter, the Consultancy), to submit a proposal to support the Office in the formation and organisation of the Foods & Wines from Spain Advisory Council and Summit 2024.

ICEX is a public corporation that is part of the Ministry of Economy, Commerce and Business through the State Secretariat for Trade, established and governed by Royal Decree-Act 4/2011, dated 8 April, and with its headquarters in Madrid (Spain). ICEX's remit is to promote exports by Spanish companies and support their internationalisation as a way to improve their competitiveness and attract and promote foreign investment in Spain.

#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 drinks and gastronomy in major export markets. The activities organised by the Consultancy will be implemented under this brand identity.

1.-	Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E. (ICEX Spain Trade and Investment) VAT No. Q2891001F
2.-	Scope of the contract:	To select a Strategy Consultancy with extensive experience in the alcoholic drinks and food industries in Mainland China, who will be tasked with defining, preparing, organising, implementing and following up the #Spain Food Nation Advisory Council.
3.-	Submission of tenders:	The 3 separate documents that represent the proposal need to be sent via email EXCLUSIVELY to tenders@icex.es by March 14th at 9:00 AM CET (3:00 PM, Beijing time). Attachments should not exceed a total of 4MB in size; in the event that they are larger, a tried and tested file transfer service should be used.



1. TERMS OF REFERENCE

1.1. ICEX, the Spanish Consultancy for the promotion of trade and investment

ICEX (www.icex.es) is a Spanish public body established in 1982 whose main purpose is to promote the internationalisation of the Spanish economy. ICEX is attached to the Ministry of Economy, Commerce and Business (MINECO) (www.mineco.gob.es) and is responsible for developing and implementing the Ministry's international economic policy. However, ICEX is not part of the state administration, and has a degree of operational and budgetary autonomy.

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

Furthermore, ICEX has gradually developed other products and services, aimed not only at supporting exporters but also at others involved in the international distribution chain for Spanish products, such as importers, distributors and members of the press.

Thanks to ICEX's success and Spain's increasing integration into the international economy, ICEX's mandate has been extended and updated to also include boosting the competitiveness of Spanish companies, especially SMEs, and attracting direct foreign investment to Spain. Regarding the first of these objectives, ICEX has developed various informative, educational and promotional programmes to improve the tools available for enhancing the competitiveness of SMEs in foreign markets.

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

To achieve its mission, ICEX has an extensive network of professionals who specialise in this field. These professionals work at ICEX's headquarters in Madrid, at the 31 Territorial and Provincial Trade Offices based in different Spanish cities and at the almost 100 Economic and Commercial Offices established in Spain's Embassies and Consulates worldwide.

1.2. Industry information

Overview

Spanish food and beverages compete with the rest of the world for position and consumer recognition in the Mainland China. In the last decade Spain has positioned itself as a gastronomic leader in creativity and innovation.



China has been an important export market for Spanish food and beverages for many years and Chinese consumers in key cities associate the country with good value and quality. Now is the time to further fine tune the activities and campaigns of public and private entities, taking into account that China is one of the most dynamic markets in the world.

China's commitment to its Zero Covid policy, that was not abandoned until the conclusion of 2022, has left an enduring imprint on market dynamics. The repercussions have been felt, particularly in logistics, supply chains, and import procedures. Additional requirements were imposed, such as mandatory Covid testing for imported products. This has caused a damage in the perception of imported products. Since other countries lifted Covid restrictions earlier and the HORECA channel recovered faster, many companies diverted its attention to other markets.

Continuous regulatory change has made it difficult for SMEs to keep up and many companies in the agrifood sector have prioritized other markets in their strategy.

Despite the relaxation of most Covid restrictions in December 2022, the economic and consumption rebound in 2023 has remained below expectations, due to precautionary savings. China's retail sales have not reached the predicted levels, and many retailers have faced a year-on-year decrease in turnover during 2023. Post-Covid consumption has shown a landscape where high-end products show resilience, but for other products, Chinese consumers are more price sensitive.

Wine

The perception of Spanish wine is strongly related to its culture and gastronomy. Spain is considered a relevant origin for wine and has a sophisticated image among professionals due to its wide variety of unique wines. Professionals consider Spain's "value for the money" proposition highly competitive. They view mid-range Spanish wines as better in terms of quality compared to proposals from direct competitors. Professionals appreciate Spanish products for their relatively high margins, however, they are struggling to find a way to push Spanish wine into the market.

The imported wine market has been declining in recent years. Spain has managed to be the 4th exporter in value and the 3rd in volume. In 2022 exports reached 100M USD. Data between January and November 2023 show a further 28% fall compared to the same period of 2022, reaching 58M USD. Lack of consumer confidence and available stock is currently a heavy burden on wine exports.

Olive oil

Spanish olive oil had a market share of 89.4% in China's imports and Spanish exports reached 190M USD in 2022. Due to lack of production in Spain between January and November 2023 exports only reached 65M USD, which represents a 60% fall compared with the same period of 2022.

Since the Covid-19 outbreak in 2020, there has been an increased awareness among the population regarding the importance of a healthy lifestyle. Olive oil is a relatively popular product in China with a reputation for being healthy, although oil mixtures that are common in the market may lead to Chinese consumers being confused and not perceiving the benefits of olive oil.



Spain dominates de origin and has a strong country image. Nevertheless, Spanish olive oil brands are not capitalizing it, as Chinese and Italian brands dominate the market through bulk and OEM bottled sales.

Pork

In 2022 Spain had a 25% market share in China's pork imports and Spain was the main foreign pork provider. Exports reached 1.629M USD in 2022. Between January and November 2023 exports reached 1.140M USD, which represents a 22% fall compared with the same period last year due to falling pork prices in China.

Nevertheless, many of the exported parts of the pig are difficult to differentiate and production costs and China's self-sufficiency are clear threads to Spain's pig exports.

Spanish ham holds a unique identity in the Chinese market due to its curation process, premium quality, and distinctive taste. It has the potential to lead the image of the Spanish agrifood sector and create synergies with other products. Noteworthy is IBERICO ham, which has gained a premium status.

Before 2018, Spain was only allowed to export boneless meat to China, but in 2018, a phytosanitary protocol was signed that expanded the pork-origin products allowed to be exported to the Asian country. Since the entire pork leg can now enter the Chinese market, Spanish exports of this product have risen sharply.

Gastronomy

Spain's gastronomy is varied, traditional, modern, and cross cultural, giving and taking from the world. Regional traditions are interpreted and reimagined. In China, Spanish recipes are being introduced, steadily albeit below their potential, in the menus of restaurants specialised in Western cuisine.

With success stories such as that of the enthusiastic introduction of Iberian ham by wine operators through food pairings and tapas and by restaurants serving local styles of cuisine, even in hot preparations, Spain is increasingly gaining the recognition it deserves as a source of quality products the market is now demanding.

Considering the above, the ultimate objective of the Advisory Councils is to advise ICEX-#Spain Food Nation on how to increase sales of Spanish products, increase the number of listings/groups of Spanish products in distribution channels (including online), promote the presence of Spanish products with higher added value and increase average prices to bring them closer to those of competitors.

The specific objectives, aimed at achieving the ultimate objectives of this briefing, are described as follows.

1.3. General objective

One of the main objectives of the Office in Beijing and its sister offices in Guangzhou and Shanghai, the three representing ICEX in Mainland China, is to promote Spain's food &



beverages sectors in the Chinese market. In pursuit of this objective it plans, defines, executes and follows up a broad, varied catalogue of activities every year, in coordination with ICEX's head office in Spain. These activities are targeted principally at professional trade audiences. Gastronomy plays an important role in the promotion strategy for Spanish products.

The activities carried out every year comprise a number of elements, in the fields of both communications and promotion, that are pre-designed and defined based on our knowledge of the food and alcoholic drinks sectors in China. What this means is that not only opportunities, features, challenges and trends in the Chinese market are taken into account, but also the strategies that are being rolled out by countries whose products represent the competition for Spanish products.

Considering the above, it is crucial for the Office to be able to draw in the support and specialist advice of **Advisory Councils** comprised of well-known, leading figures in the food & beverages sectors who have a profound knowledge of the market and of current main trends, and are able to offer a series of recommendations and guidelines regarding the positioning of Spanish products and action to be taken by Spanish companies and public institutions, that can help them develop their strategy in the Mainland China market.

We are seeking to hire the services of a Consultancy to set up the Advisory Councils' work meetings, moderate the sessions and draw up summaries and conclusions following each one, in line with the requirements set out in this briefing. The Consultancy must be recognised as being solvent and well-regarded.

The conclusions drawn from the Advisory Councils' meetings will be presented at a live event entitled the **#Spain Food Nation Summit**, that will target a trade audience (Spanish exporters, Chinese importers, representatives of the foodservice (hospitality) sector, retailers, culinary and wine schools and the trade press etc.).

During October 17th 2023, the first edition of the SpainFoodNation Summit took place in Chengdu and the first Advisory Council presented its conclusions about the positioning of Spanish products in China. More information about the event and the members of the Council please refer to: <https://www.foodswinesfromspain.com/en/upcoming-events/trade-shows-detail-two/spain-food-nation-summit-china-2023>

An extensive **conclusion document** was elaborated, giving a general overview of promotion strategies in place, the general situation of Spanish products in the China market and recommendations by experts constituting the Advisory Council in 2023. Building on this general overview potential future topics for food & beverages, and gastronomy were identified:

- How to promote food with other food products, wine, or other industries products
- How to maximize ham potential.
- How to promote gastronomy and Spanish restaurants.
- How to improve coordination between government and brand promotion.
- Best media and social media practices.
- How to better promote cheese, fruits and nuts, olive oil, canned fish.



1.4. Scope of the contract

1.4.1. Advisory Councils

ICEX and the Economic and Commercial Offices in China execute a number of communications and promotional activities every year targeted at the Mainland food and beverages sectors. Specialist advice of an advisory council can help ICEX to define these activities and also recommend courses of action for Spanish agrifood companies that want to develop their business activities in China and Spanish institutions and associations that want a promotion plan for China.

The council should comprise leading, well-respected figures from Mainland China's food, beverages and gastronomy sectors. These people should be professionals who understand the market situation not only in the most cosmopolitan Tier-1 cities but also in the new Tier-1 cities further inland and most dynamic Tier-2 cities, are aware of current trends and are able to offer recommendations and guidelines in respect of action to be taken that could help the positioning of Spanish food & beverages in China. A geographical spread of candidates is most desired and proven reference of this included in the technical proposal.

The Advisory Councils should meet at least once, on dates to be agreed with the Office in Beijing, to discuss and debate a set of issues identified beforehand by the Strategy Consultancy tasked with leading the councils' meetings, and the Office. Of the meetings at least one of the Advisory Council meetings will be held in person in the Economic and Commercial Office in Beijing.

Given that the features, channels, agents, media and regulatory framework action strategies differ for beverages and food in the Chinese market, the Advisory Councils' discussion groups will meet in separate sessions, with each analysing the issues specifically relevant to the sector concerned.

It is expected that a minimum of 4 representatives of the food sector and a minimum of 4 representatives of the beverages sector involved will attend the discussion groups and that the sessions will take place on a single day at the premises of the Office in Beijing. A small number of Office staff may be present in whole or part of the sessions. The Office can participate in the discussions in order to facilitate the debate and get more comprehensive answers.

The work involved in ensuring that the Advisory Councils are correctly organised and run will be performed by the Strategy Consultancy, who will be responsible for organising the various sessions ahead of time, for audio-visual recording and for moderating the meetings. Following the meetings, the Consultancy will compile the deliberations in a document and will also prepare a document reflecting the conclusions of the Advisory Councils that may be published and made available to companies through ICEX's various communications and information channels.

The consultancy will, to this end, be required to perform the following tasks:

- ✓ identify Advisory Council Members and secure the attendance of at least 4 experts of each of the Advisory Councils to the meeting in the Economic and Commercial Office. Given that these meetings will include at least one discussion session focused on food and another focused on beverages, the prospective participants in each session must be professionals who are recognised as leaders in their sector and who wish to share their



knowledge and experience to help define the strategy for promoting Spanish beverages, food and gastronomy in China. The profile of members invited to take part should include industry leaders such as representatives of the Hospitality sector, importers, online and offline distributors, online media and social media, catering companies, food and drink academies, etc.

- ✓ prepare the councils' work meetings, in line with the different formats described in this document. To do this, the Consultancy will be required to undertake meticulous research into and assessment of the issues to be discussed at each meeting and that will form the basis for the councils' discussions, drawing if necessary on recent market reports by third parties or any qualitative evidence and testimonials on the market positioning of Spanish foods and beverages within major distribution channels as well as on their performance on China's e-commerce platforms. The Agency will also conduct one on one interviews with Advisory Council Members to gather their opinion on key topics and prepare the meeting and conclusion document.
- ✓ the Consultancy must ensure that all written and oral communications with the members either individually or at meetings and discussions are held in Mandarin Chinese if necessary, to promote and ensure the full contribution of members who might not be fluent in English. Industry relevance and know-how should be the defining criteria to choose members.
- ✓ ahead of each meeting, the Consultancy will draw up an agenda indicating the points to be covered in each advisory council session, and send the relevant information to the members of the council and follow up with them to obtain confirmations of attendance;
- ✓ during the meeting, the Consultancy will steer the councils' discussions in line with the agenda to ensure that all the topics previously set in agreement with the Office are addressed and analysed;
- ✓ it will also be required to take notes of all the issues discussed by the participants, and these will serve as the basis for drawing up the various reports required:
- ✓ following each meeting, the Consultancy will be required to draft full, detailed minutes, covering all the topics discussed during that meeting. This document will be of an internal, private nature.
- ✓ The Consultancy will be required to provide a 3 to 5 minute edited video-recording of each of the Advisory Councils meetings for archiving and promotional purposes.
- ✓ lastly, the Consultancy will need to be available to present the main conclusions from the meetings to the Economic and Commercial Offices in China.
- ✓ Provide a comprehensive Advisory Council Conclusion report of the quality and depth equivalent to the one that has been elaborated for the first SpainFoodNation Advisory Council in 2023. ICEX will provide a standardised template and the report will have an extension of about 35 pages for each of the Advisory Councils.

At the beginning of each year the topic to be discussed by the Advisory Council will be communicated and before the renewal of the contract the Agency will present a list of potential Advisory Council members. In case the level of the members is not as expected, the contract will not be renewed.

The topic to be discussed by the Advisory Council during 2024 will be about how to improve the positioning of Spanish wine in China. Further information about the topic can be found in Annex I. To give the candidate Agencies an idea about further topics that may be discussed in future years:



- How to improve coordination between government and brand promotion.
- How to adapt the promotion and commercialization of Spanish food products to Chinese unique ecommerce and how to improve its presence.
- How to promote gastronomy and Spanish restaurants.
- How to create synergies between food and beverages, profit from the traction of leading products like ham and also other industries.
- Best media and social media practices to promote Spanish products.

To elaborate a comprehensive conclusion report, the Agency can also invite or interview additional experts that are not Members of the Advisory Council.

1.4.2. #Spain Food Nation Summit

The conclusions from the Advisory Councils will be presented at a live event titled **#Spain Food Nation Summit**, to be held in a TIER 1 or TIER 2 city in China and aimed at a trade audience of Spanish exporters, Chinese importers, representatives of the hospitality and retail sectors, the trade press, etc.

In 2024 the SUMMIT will take place (to be confirmed) in Beijing in September.

ICEX has a separate budget to cover the venue hire and will make both the booking and the payment through arrangements outside of the scope of this Briefing. The winning Agency of this contract has no organizing responsibilities of the event.

A tentative programme may include the following elements, not arranged in a chronological order:

Beverages round table and conclusions – moderated by the Agency or the Office;
Food/gastronomy round table and conclusions – moderated by the Agency or the Office;
Introduction by the Office of the state of the Mainland's market; Showcasing and guided tastings of iconic Spanish products; Informative sector overview; Drinks reception/Light lunch or dinner - depending on Summit's starting time-.

In terms of deliverables for the Summit, the Consultancy will be responsible for:

- ✓ Having the Advisory Council Conclusion Document ready to publish before the SUMMIT event.
- ✓ Develop and implement a communication plan of the Summit and the Advisory Council's work. This will include inviting minimum 4 media representatives and 4 KOLs as audience of the Summit, and rigorously following up with them. The published articles or video should also mention the FWS China media accounts. It will also involve establishing ambitious goals in terms of KPIs and elaborating a report about the media impact no later than 15 days after the SUMMIT.



- ✓ ensuring that 3 or more members of each of the Advisory Councils are present at the Summit and available for participation in the SUMMIT presentation roundtables and for a short interview that could be featured in the promotional materials of #Spain Food Nation.
- ✓ Elaborate a PowerPoint presentation for each of the Advisory Councils that fits into a template provided by ICEX.
- ✓ Design and produce an original plaque or commemorative present with the SpainFoodNation and campaign logos, to hand out to the members of the Advisory Council as a gesture to thank them for their work and increase the prestige of the Advisory Council.
- ✓ providing ideas and innovations that can improve the Summit's format, delivery and dissemination.

NOTE: The Consultancy will be responsible for hiring and payment of any third-party expenses, including members' attendance related costs.

2. PURPOSE OF THE CONTRACT

To select a Strategy Consultancy with extensive experience in the food and beverages industries in Mainland China, who will be tasked with performing all the tasks associated with defining, preparing, organising, implementing and following up the #Spain Food Nation Advisory Council , as per the terms set out in this document.

The Advisory Council sessions are intended to gauge Mainland China's trade perceptions of Spanish Food & Beverages, discuss industry trends and their potential impact on Spanish producers, and provide recommendations and counsel to ICEX / #Spain Food Nation , associations and the Spanish exporting companies. #Spain Food Nation may choose to base future marketing programmes on these recommendations.

3. CONTRACT, APPLICABLE LEGISLATION AND JURISDICTION

- a. **Campaign contract.** Once the successful company has been selected, a **contract will be signed between ICEX and the Consultancy** (hereinafter referred to as the Contract) which will include copyright and intellectual property clauses, activities to be carried out, payment terms and conditions, and other details.
- b. **Applicable legislation.** Spanish legislation shall be applicable to the contents of this tender. All works shall be governed by the terms of the agreement entered into between the awardee Consultancy and ICEX and by the tender specifications, which shall be incorporated into the same, and in default of the above, Spanish legislation shall be applicable.

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 the Ordinary Courts and Tribunals of Madrid (Spain), expressly waiving any other jurisdiction. The language used in any dispute shall be Spanish.



4. CONTRACT TERM

The contract term will run until December 31st, 2024. The contract can be renewed up to four more years.

5. CONTRACT BUDGET

Base tender budget.

The estimated value of the contract term including the four renovations is **175,000.00 EURO** (excluding taxes), inclusive of fees, and any third-party expenses. The maximum available budget for each year the contract is 35.000 EURO (excluding taxes).

Under no circumstances can the budget be exceeded.

The financial proposal will be considered based on prices offered, excluding taxes, which must be clearly described and itemised.

6. PAYMENT AND INVOICING

- a. **Contract amount.** The parties will only be bound by the content and amount stated in the Contract. The Consultancy should not incur any expenditure on behalf of ICEX prior to the date of signature of the corresponding contract and without prior approval from ICEX, represented by the Office in Beijing.

Should any of the planned activities/services not be carried out the budget allocated to the respective activity/service will be deducted from the overall budget. Replacement activity/service, of a similar nature to and up to a maximum cost of the activity that has been cancelled will need to be agreed prior to implementation and it may be necessary for the contract to be amended accordingly via an Appendix under section 13 of this document.

- b. **Invoices and reporting.** One final invoice is to be remitted upon completion of all the services under this contract after the Office has sent written notice of conformity of all services. All the media reporting will be completed and remitted no later than 2 weeks after the SUMMIT.
- c. **Invoice details.** All invoices submitted to ICEX must be issued to:

ICEX España Exportación e Inversiones, E.P.E.
VAT No.: Q 2891001 F
Paseo de la Castellana, 278
E-28046 Madrid

And must be sent electronically to pekin@comercio.mineco.es or beijing@comercio.mineco.es



ICEX's VAT exemption number, Q2891001F, must be quoted on all invoices.

- d. **Assignment of the contract.** Assignment of the contract to a third party is not permitted.

7. CONSULTANCY PROFILE AND REQUIREMENTS

- a. **Company profile.** ICEX is seeking a Consultancy with proven expertise in Mainland China's food and gastronomy sectors. The Consultancy must have the human and material resources necessary for the successful implementation of the project outlined in this briefing.
- i. **Meetings.** The Consultancy must be able to hold meetings with ICEX, represented by the Office in Beijing, on both a regular and an ad hoc basis. These meetings may take place by video conference, if required.
- ii. **Languages.** Communication between ICEX and the Consultancy will be in English or in Spanish.
- b. **Administrative requirements: Project resources.** The Consultancy must demonstrate that it possesses both the tangible and intangible resources necessary for the successful implementation of the campaigns described in this briefing. To enable an effective evaluation of the capacity to undertake the campaigns, the Consultancy must detail all technical resources to be deployed and state the names of the core team that is responsible for the project.

The requirements set out below regarding staffing are **mandatory**. Consultancies that do not present in their offer a team that meets all the requirements, will be excluded. However, it is possible to comply with the requirements through subcontracting or joint ventures, among others, and providing documentation that legally demonstrates the stated relationship.

The role of each team member assigned to the campaign's different programme areas must be **clearly** specified in the Consultancy proposal. In addition, their **detailed** CVs must be included in the proposal (see annex I).

Should any member of staff assigned to our account leave the project during the term of the contract, they must be substituted by a person of at least the same qualifications.

The **Strategy Consultant** tasked with organising and moderating the meetings of the Advisory Councils must have experience of similar activities, to which end he/she must demonstrate that they have:

- ✓ A **minimum 5 (five) years of verifiable experience** in food and consulting, marketing and communications, based in China.
- ✓ Established relationships with influential leaders and senior executives in both the food and beverage industries (importation, distribution, on- and off-trade sales, education, and media).



- ✓ A strong, established, and proven track record in food, gastronomy, wine and other alcoholic beverages PR, marketing, and promotion throughout Mainland China.
- ✓ Established relationships with executives and senior managers in the restaurant hospitality trade.
- ✓ The ability to recruit each year 4-6 leaders representing different segments of the beverages industry to attend as Beverage Advisory Council member.
- ✓ The ability to recruit each year 4-6 leaders representing different segments of the food and hospitality industry to attend as Food & Gastronomy Advisory Council member.
- ✓ Professional moderating skills that pull the diverse views of Council participants into the discussion regardless of the moderator's own viewpoint with the aim of stimulating discussion and opinions from the entire group.
- ✓ Knowledge of how the Spanish alcoholic beverage and food industries are organised and function in the Mainland China market.
- ✓ Sufficient qualified staff to efficiently manage the events management and logistics of the Advisory Councils.
- ✓ Time availability to travel to Spain if required and present the main conclusions of the Advisory Councils' sessions.

It is expected that all key team members assigned by the Consultancy to the contract have specific knowledge of and professional expertise in Mainland China's food and gastronomy industry, are fluent in spoken and written English, and will remain as part of the team for the duration of the contract period.

In addition to the Strategy Consultant, the staffing team must consist of a minimum of two different members, with each member fulfilling one of the following roles only:

- **Senior Project Manager:** Senior consultancy member exclusively responsible for the planning, organisation, and overall implementation of the project. This person should have a minimum of 3 (three) years of verifiable experience in food and wine and other alcoholic drinks marketing and communications, based in China.
- **Assistant Project Manager:** Designated team member, with a minimum of 2 (two) years experience in promotional campaigns, exclusively responsible for all reporting to ensure compliance on a timely basis with ICEX's requirements.

In order to make possible a full contribution from the members of the Advisory Councils that are not proficient in English, either the Senior Project Manager or the Assistant Project Manager, or both, must be also fluent in spoken and written Mandarin Chinese.

The Consultancy must designate a primary contact person who is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, as represented by the Office.

- c. **Administrative requirements: Financial solvency.** All participating companies must submit a solvency report that includes the financial accounts for the last three financial years (2021, 2022 and 2023 for companies based in fiscal jurisdictions where the fiscal year goes



from January to December; 2020-21, 2021-22, 2022-23 for companies in jurisdictions where the financial year starts in April 1). Financial solvency will be deemed established when the annual turnover, based on the best year of the last 3 (three) financial years available, and depending also on the date on which the tenderer was incorporated or commenced trading and the date on which the tender was submitted, equals or exceeds 52.500 EURO.

If it is not possible to prove economic and financial solvency by means of annual turnover, the tenderer may accredit such solvency by providing an undertaking to take out professional risk liability insurance for an amount equal to or greater than 52.500 EURO.

Where the Consultancy tendering will be sub-contracting or engaging in a joint venture with another Consultancy or other consultancies for the purposes of this contract, the financial requirements specified above will apply to the consultancies jointly, not singly.

- d. **Non-compliance.** Failure to comply with any of the requirements set out in this section will result in the disqualification of the Consultancy in question. However, ICEX allows participating consultancies to demonstrate compliance with the requirements set out in this briefing by subcontracting companies that do fulfil those requirements, by setting up joint ventures or by entering into other business cooperation agreements that make it possible to show compliance with the solvency conditions specified.

In this case, consultancies must clearly indicate in their bid whether or not they are using any of these options to fulfil the requirements set out in these specifications and must also provide documentation that legally demonstrates the scope and commitment of the relationship between the companies involved.

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

8. CONTENT OF PROPOSALS

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

- a. **Document 1: Administrative requirements for the Consultancy (in PDF format).** All consultancies submitting bids must provide an electronic file in PDF format (See Sec. 7



Consultancy Profile and Staffing requirements and Appendix I - Financial and Technical Solvency), containing the following documents:

- **Letter of acceptance.** All participating consultancies must submit a letter of acceptance, signed by a legal representative of the company, accepting each and every one of the terms and conditions stipulated in these specifications.
- **Financial solvency.** All participating consultancies must submit **financial accounts for the last three (3) financial years**, as indicated in **clause 7.c**. If the bidder should choose to accredit financial solvency by taking out civil liability insurance, an undertaking to take out professional risk liability insurance for an amount equal to or greater than 52.500 EURO must be provided.
- Letter confirming that the team fulfils the requirements established in the briefing (without including the names nor the CVs, which shall be included in Document 3).

- b. **Document 2: Technical proposal of the Consultancy (in PDF format).** All applicants must submit a detailed proposal for the project, excluding any reference to price, and a work plan in line with the above strategy and objectives. **Proposals that include financial details of project fees in this Document 2 will not be considered and may be excluded from the tender process.**

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

- c. **Document 3: Financial proposal for the tender (MS Excel file) and Team.**

- **Project human resources.** The dossier must detail the human resources available for the project, as indicated in **clause 7.b**. In its proposal, the Consultancy must provide details of the team of employees to be assigned to this contract (hereinafter referred to as the Team), specifying the professional qualifications and previous projects undertaken by Team members, as well as a description of the functions and tasks to be performed, so as to ensure that the Team has sufficient resources and is capable of carrying out the tasks required by the campaign.

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

In the proposal, the Consultancy must detail the role of each Team member assigned to this project. In addition, a detailed CV for each should be included, in line with the model included in Appendix I (MS Excel file).



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

- All participating consultancies must submit a financial proposal, including a detailed project budget and a breakdown of all costs, as per the table in Appendix III (Excel file) of this brief in EURO. Taxes, if applicable, must be indicated in a separate section of the proposal. Proposals that exceed the base tender budget excluding taxes, as indicated in clause 5, will not be considered.

9. PRESENTATION OF PROPOSALS

- a. **Invitation to tender.** ICEX, represented by the Office, will send this briefing to three specialised consultancies.
- b. **Submission of proposals.** Companies wishing to take part in the tender process must send the following documentation, in digital format, to any the following e-mail address **ONLY**: tenders@icex.es, **by 9 am CET (3 pm, Beijing time) on March 14th 2024**. Proposals not submitted by the deadline will automatically be excluded.
 - i. **Electronic files.** The bid must be presented in three separate electronic files, and the contents of these files must be as detailed in these general conditions. All files must be in digital format (PDF and MS Excel) only. Neither the e-mails nor the individual files sent as attachments may exceed 4MB in size. In the case of larger files, participating consultancies must use a previously verified file transfer service (e.g., WeTransfer, Dropbox or similar). They will be opened sequentially.
 - ii. **Costs.** All costs incurred by the participating companies in the preparation of proposals, submissions and quotations will be borne by the companies themselves. Bid submission will not entail the payment of any fee or the reimbursement of any expenses by ICEX.
 - iii. **Language.** Proposals must be written and submitted in English or Spanish.
 - iv. **Acceptance of terms and conditions.** Submission of a proposal and participation in this tender implies the express acceptance of all clauses contained in these terms and conditions by the participating company.
- c. **Modification of proposals.** Once a proposal has been submitted, ICEX will not accept the submission of any modifications, additions, or corrections, unless such modifications, additions or corrections are in response to a clarification requested by ICEX.
- d. **Clarification of proposals.** ICEX may invite participating consultancies that comply with the administrative requirements of this tender document to clarify specific aspects of their technical or financial proposals. This must be done in writing.



c. **Conformity of proposals.** All companies submitting a proposal should be aware that the Office will review the documentation submitted by each company to ensure compliance with all the requirements set out in this tender document (document 1). Failure to comply with any of the requirements set out in this tender document will result in the disqualification of the Consultancy in question.

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

g. **Selection of the company to be awarded the contract.** A decision will be taken as soon as possible after the published deadline for the submission of proposals. All participating companies will be notified of the decision by e-mail, to enable the successful Consultancy to commence work as soon as possible.

h. **Contact persons.** Queries regarding this tender must only be addressed in writing, by emailing tenders@icex.es by **9 am CET on March 8th, 2024**. In the interest of fairness, questions posed by participating companies, as well as the answers provided, may be shared with all other participating companies.



10. EVALUATION CRITERIA

The bids will be evaluated, and the contract awarded, in accordance with the following criteria:

TABLE 1. Evaluation criteria	
Evaluation Criteria	Scores (maximum)
I. Financial proposal	30
<p>The Consultancy with the lowest total budget (excluding taxes) will receive the highest score, and the rest will obtain the proportional score:</p> <ul style="list-style-type: none"> - Most economical offer receives maximum score. - Rest of the offers will have the following formula applied: $points\ per\ offer = (price\ of\ each\ offer / price\ of\ the\ most\ economical\ offer) \times maximum\ score\ (30)$. <p>The Consultancy must present the budget clearly according to the table in Appendix III.</p>	
II. Professional team assigned to the project	10
<p>Years/months of experience over and above the stipulated minimum will be taken into account. Specifically:</p> <ul style="list-style-type: none"> - Strategy Consultant: having more than the minimum 5 years of verifiable experience in food and alcoholic drinks marketing and communications, based in China. 1 point per additional year, up to a maximum of 5 points. 5 - Project manager: having more than the minimum 3 years of verifiable experience in food and alcoholic drinks marketing and communications, based in China. 1 point per additional year, up to a maximum of 3 points. 3 - Assistant manager: minimum of 2 years of verifiable experience in promotional campaigns, responsible for all reporting and accounting to ensure compliance on a timely basis with ICEX. 1 point per additional year, up to a maximum of 2 points. 2 <p>See section 7.b for the full description of the requirements for these roles.</p>	
III. Technical Proposal	60
<ul style="list-style-type: none"> - ICEX will assess the quality of the plan being proposed and the degree to which it effectively meets the aims of the Campaign, awarding points to each of the components within the Technical Proposal, as described below. - Technical Proposals that do not receive at least 25 points for component III.1 will automatically be excluded. 	



<p>III.1. Technical Proposal: Strategy and content of the proposal designed to deliver the project to ICE's specifications.</p> <p>ICEX will award a maximum of 50 (fifty) points to the quality of the proposed Content Plan. ICEX will assess the quality of the plan being proposed and the degree to which it effectively meets the aims of the project; the quality, viability and reach of the specific initiatives proposed and the means by which it is proposed the objectives set be met. ICEX will award points to each of these elements as follows:</p> <p>Overall assessment (alignment with the campaign objectives, etc.) of the activities in the project within the maximum budget assigned.</p> <p>III.1.a. Presentation of a detailed plan and a logical timeline to prepare Advisory Council meetings and gather opinions of members to obtain the most comprehensive and useful Conclusion document as possible.</p> <p>The plan should detail how tasks will be organized and how the Consultancy staff and resources will be employed to achieve the project's objectives. Consultancies must indicate which tasks will be fulfilled by third party providers if any.</p> <p>III.1.b. Quality of the proposed Council members: position, relevance of the company they work in, proven professional trajectory, social media influence, network within the beverages, culinary and food industry, etc.</p> <p>III.1.c. Quality of the proposed Summit and Advisory Council media plan. The proposed media plan should include detail about how it will reach the target food and beverages professionals, the plan to increase the FWS media account followers, the target number of impressions and reactions, the impact and relevance of partnered media and/or KOLs.</p> <p>III.1.d. Gender balance among Council members: five points will be obtained if at least 40% of the Council members are women. If this threshold is not met, zero point will be obtained.</p>	<p style="text-align: center;">50</p> <p style="text-align: center;">10</p> <p style="text-align: center;">20</p> <p style="text-align: center;">15</p> <p style="text-align: center;">5</p>
<p>III.2. Technical Proposal: Innovations and improvements</p> <p>ICEX will evaluate the innovations or improvements contained in the Technical Proposal, awarding a maximum of ten (10) points.</p> <p>ICEX will assess those elements of the proposal that involve notable innovations or improvements in terms of the design and/or execution of the overall Campaign: Advisory Council and (e.g., innovative forms of communication, Summit rundowns and media sponsorships and other elements not covered in this brief).</p>	<p style="text-align: center;">10</p>
<p>TOTAL</p>	<p style="text-align: center;">100</p>

- **Abnormally low bids.** Financial proposals will be evaluated to determine whether or not they may be considered disproportionate or abnormal. Bids will be considered abnormally low if (a) they are 20% lower than the maximum budget permitted, when fewer than three tenders are presented, or if (b) they are 10% lower than the average of all the bids submitted in the case that there are three or more tenderers, the highest price being excluded for the calculation of said average. When a bid is considered to be abnormally low, the participating company will be asked to justify its bid and its terms and conditions



within seventy-two (72) hours of receiving ICEX's notification. Once the claim has been received or this period of time has lapsed, ICEX will decide, if necessary and having obtained technical advice, whether or not the bid is to be considered abnormal and may exclude it accordingly.

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.

- **Tie-breaking criteria.** In the event of a tie in the points obtained by two or more tenders, this will be resolved by applying the social criteria indicated below, and in the order specified. These will apply to staff working for the Consultancy at the time of the deadline for the submission of proposals. The documentation supporting the tie-breaking criteria referred to in this clause must only be provided if a tie occurs, and not beforehand.
 - o Highest percentage of workers with disabilities or who are in a situation of social exclusion in the workforce of each of the tied companies, with priority given, if the percentages are equal, to the company with the highest number of permanent workers with disabilities, or the highest number of socially excluded workers.
 - o Lowest percentage of temporary contracts within the workforce of each of the tied companies.
 - o Highest percentage of women employed by each of the tied companies.
 - o If it is not possible to break the tie using the above criteria, lots will be drawn.

11. OBLIGATIONS

In terms of project management, the point of contact for the Consultancy will be the Office. In terms of invoicing, special care must be taken with regard to the aspects established in clause 6, following the guidelines set by ICEX and adhering to the conditions established in the contract.

- a. **Technical quality.** The Consultancy will be responsible for the technical quality of the work and services performed over the course of this contract. The Consultancy will also be liable for the consequences of any errors, omissions, inadequate methodology or incorrect conclusions in the execution of the contract that may affect ICEX or third parties. Specifically, the Consultancy will be responsible for:
 - ✓ Ensuring that both the implementation and the results of the work contracted comply with ICEX's quality specifications.
 - ✓ Compliance with the deadlines agreed with ICEX in each case.
 - ✓ Any omissions, errors, incorrect conclusions or inadequate methodologies during the term of this contract.
 - ✓ The staff forming part of the project team appointed to carry out the work stipulated in the contract. The Consultancy will bear sole responsibility for the conduct and work undertaken by the team working on the contract.
 - ✓ The processing of the information and data made available to it.



- b. **Copyright and information rights.** All intellectual or industrial property rights appertaining to the work created by the Consultancy and all the information gathered by it in connection with the contract shall belong to ICEX.

The Consultancy shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as said claim is based on the allegation that the work carried out by the Consultancy 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.

The Consultancy is obliged to maintain professional confidentiality with regard to the information and documentation provided by ICEX for the performance of the services.

The Consultancy 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 Consultancy 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 Consultancy or subcontracted by it.

The Consultancy 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.

This obligation shall remain in force both during and after the end of the activities to which the contract relates, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status.

Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal actions against the Consultancy for any liability that might be applicable.

- c. **Confidentiality.** The Consultancy accepts the obligation to maintain professional secrecy with regard to the information and documentation provided by ICEX for the performance of the services. This obligation will remain in force both during and after completion of the activities covered by the contract, until such time as said information enters the public domain or for any other legitimate reason ceases to be confidential.

This clause does not apply to information which (i) is in the public domain, (ii) is already known to the party receiving it, (iii) is disclosed pursuant to a court order or legal obligation.

- i. The Consultancy will only grant access to confidential information to those persons who require access to it in order to carry out the activities and services foreseen in the contract. The Consultancy will be responsible for ensuring compliance with the confidentiality obligations by its staff and by persons or entities working in collaboration with the Consultancy or subcontracted by the Consultancy.
- ii. The Consultancy also undertakes not to use confidential information belonging to ICEX and to which it has access for its own private purposes or for any other purposes.



- iii. Failure to comply with the above obligations will entitle ICEX to institute civil or even criminal proceedings against the Consultancy for any liability it may incur.

12. CANCELLATIONS AND TERMINATION

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

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

Cancellation or postponement of events. In the event an activity is not held, ICEX shall solely satisfy the expenses incurred by the Consultancy from the date of signature of the contract (and in connection with the same) until the date of a formal notice of the cancellation by ICEX. To be reimbursed, the Consultancy must submit all documentary invoices for the expenses incurred up to that date.

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

Termination. ICEX reserves the right to unilaterally terminate the contract if the services are not performed by the Consultancy in accordance with the instructions received from ICEX, if any of the deadlines applicable to the Consultancy are not met, or in the case of any breach of the obligations set out in the contract. This will be without prejudice to any additional claims for damages.

13. MODIFICATIONS OF THE CONTRACT

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

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



14. APPLICABLE LEGISLATION

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

15. JURISDICTION

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

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

16. EUROPEAN FUNDING

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

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

- In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem must appear in an obvious and noticeable way, in making explicit reference to the European Union.
- In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: the emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union funding: "Eligible for co-financing with European Union Funds".

17. ORGANISATIONS

- a. **ICEX España Exportación e Inversiones, E.P.E.** is a public business entity attached to the Spanish Ministry of Economy, Commerce and Business. It is represented in Mainland China by the Spanish Economic and Commercial Offices in Beijing, Shanghai and Guangzhou. ICEX's mission is to promote Spanish exports, support the international expansion of Spanish companies and promote foreign investment in Spain.



- b. **The Spanish Economic and Commercial Office in Beijing** is responsible for promoting trade and investment between Spain and Mainland China within its sphere of competence.

Beijing, on the date of signature.

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

Alfonso Noriega Gómez
Head of the Economic and Commercial Office
SPANISH ECONOMIC AND COMMERCIAL OFFICE IN BEIJING



APPENDIX I. Financial and Technical Solvency

PDF file + Excel file for Team Experience (See Sec. 7 Consultancy Profile and Staffing requirements)

- ✓ **Financial accounts** for the last three tax years.

APPENDIX II. Technical Proposal (Programme proposal)

PDF file (See Sec. 1.4 Scope of the Contract and Sec. 10 Evaluation Criteria)

It is ONLY in the financial offer in Appendix III that the Consultancy will need to indicate the costs of each service. No reference to costs may be included in Appendix II. Proposals with costs in Appendix II may not be considered.

Technical proposal: This should detail the work proposed to be undertaken in all project categories, including Consultancy's strategy, means of implementation, all deliverables and work plan.

The technical proposal should disclose, at a minimum, the following information with regards to the list of Advisory Council members: full name, professional affiliation/title, city of residence, gender, itemized indicators and/or statements of merit and/or webpage references demonstrating:

- ✓ Relevant know-how, industry/media experience, and prominence to contribute to the Advisory Council findings and recommendations.
- ✓ A letter of commitment per each member, dated and signed, indicating their awareness of the Advisory Councils' tasks and their willingness to be included in the list of members proposed by the Consultancy.

The Office may request documental proof or accreditation of any of the indicators or statements of merit included by the Consultancy in support of members adequacy to be invited to Advisory Council meetings.

The Consultancy may include two additional members, in excess of the number of members per sector specified in Sec.7.b. of this briefing, as alternate members or replacements should there be any scheduling conflicts preventing full members' attendance to Advisory Council meetings.

To deter the inclusion of a speculative list of unconfirmed or unrealistic members, see



“Termination” under Sec.12 of this briefing.

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

APPENDIX III. Financial Proposal and Team

Excel File

- ✓ **Professional profile and background of the designated staff.** Include a detailed description of the roles of the proposed team and their respective detailed CV's and fill out an Excel file as per the template below.
 - Strategy Consultant
 - Senior Manager
 - Assistant Manager

Consultancies not satisfying any of the stipulated solvency criteria will be excluded from the tender.

TEAM EXPERIENCE			
STRATEGY CONSULTANT			
	start date (mm/yyyy)	ending date (mm/yyyy)	description
Experience 1			
Experience 2			
Experience 3...			
SENIOR MANAGER			
	start date (mm/yyyy)	ending date (mm/yyyy)	description
Experience 1			
Experience 2			
Experience 3...			
ASSISTANT MANAGER			
	start date (mm/yyyy)	ending date (mm/yyyy)	description
Experience 1			
Experience 2			
Experience 3...			



- ✓ **Financial proposal in EURO.** Provide an Excel file with a detailed budget, with a breakdown of all costs as per the template below.
- ✓ ICEX will evaluate tenders based on the prices quoted, excluding taxes. The tenders should include a breakdown in which the price quoted and taxes, if applicable, **must be clearly separated.**
- ✓ Proposals exceeding the **maximum available budget of 35,000 EURO, excluding any taxes, will not be considered.**

#SPAIN FOOD NATION ADVISORY COUNCILS	FINANCIAL PROPOSAL BEFORE TAXES	TAXES	TOTAL
TOTAL			



Annex I. Description of the Topic to be discussed in 2024 by the Advisory Council

Beverages Advisory Council

Need to have a new positioning of Spanish Wine

Spain is one of the leading wine producing countries in the world. It concentrates 13% of the vineyard surface globally, and 15,3% of the ecological surface. This makes Spain the third largest wine producer in the world.

Although Spain is the second largest exporter by volume, it only accounts as the third largest exporter by value, far behind France and Italy. Even though there are a lot of positive qualities about the Spanish wine, Spain is not managing to capitalize and has only captured 4% of the additional value generated in the wine export market since 2013 (Source: OIVE Strategic plan). This situation requires a rethinking about the positioning and perception that Spanish Wine generates in world market

A common storytelling and positioning of Spanish Wine

To improve the positioning of Spanish Wine and give it a higher status that is in line with its quality and diversity, Spain need to improve its country image. This country image can be projected to its wine.

An essential part of this country image will be to have a common storytelling about Spanish wines. Control about this storytelling could help to position Spanish wine in the most adequate manner and it would help to coordinate among the many stakeholders, like institutions and wineries.

China is culturally very different from the countries where Spanish wine is usually popular. Although the tradition of wine has an image of sophistication, the consumption of wine is relatively new and in relative terms not common in its millenary and consolidated gastronomy. Trends also develop at an incredible pace since China has become the leader in digitalization and has a very rich social media landscape. This requires thinking differently, adapting the story to be told about Spanish wines in China and the most suitable channels to do this storytelling.

Differential elements that can be addressed when storytelling about Spanish Wines

- Spain is a country of wines: wine is part of the rich landscape of Spain and wine has been part of our culture for a long time
- Quality and variety of Spanish wines
- Generate a perception of quality through seals
- Lifestyle: Spain has a culture of celebration, a rich gastronomy and its tourism is booming
- Sustainability: Spain has a great number of ecological wines, wines are embedded in local communities and growing vineyards serves to tackle climate change.



Food and Gastronomy Advisory Council

Need to promote Spanish Gastronomy in China

Spain is well known for its rich cultural heritage that also reflects in its gastronomy.

Several restaurants in Spain and its chefs have gained international recognition and fame, becoming ambassadors of Spanish cuisine and Spanish products. Spain also has some of the top culinary schools worldwide, which attract a lot of international students to its courses. Spain is also a top tourist destination, which generates interest in its gastronomy among the foreign visitors in Spain. Events like Madrid Fusión have created awareness among professionals about the avantgarde Spanish cuisine. The FWS Restaurants from Spain initiative has managed to become a platform to create community for real Spanish cuisine and improve the skills and knowledge of Spanish products of the restaurants' staff.

Unfortunately, the number of Spanish restaurants in China is reduced relative to the size of the Chinese market. Besides there are few options of authentic Spanish cuisine. Generally, restaurants serve as an excellent stable client of agrifood products and also a good way to generate interest in clients for the ingredients of the cuisine, which helps to increase agrifood exports. This is specially the case for Italian and French cuisine in China. Not having this platform of restaurants to introduce Spanish products requires a niche strategy to introduce them into the HORECA channel.

Incorporation of Spanish Gastronomy and products into HORECA

It is necessary to further capitalize the potential of Spanish Gastronomy and focus on initiatives that have an impact in the Chinese market. This requires analysing at least:

- How to develop a strategy to introduce Spanish products into hotels? Are there products that are more suited for this purpose and how should this be done? Some of the secondary questions that should be addressed are as following:
 - How can olive oil be used in the hotel cuisine and hotel restaurant? Is there a format that is suitable?
 - Has premium canned food potential and what is an adequate strategy to introduce it?
 - Can ham be used for the room service?
 - Can almonds and table olives be promoted for the minibar and cocktail lounge?
 - Are there tapas that are particularly appealing to Chinese consumers and can be used in hotels?
- Which products have the most potential in Chinese cuisine? Which have a value added, are complimentary to Chinese products and fit well into the Chinese palate?
- Are there products and dishes that are particularly appealing to Chinese foodies and are generating interest among the wider public?

