



SPANISH
EMBASSY



ICEX

ECONOMIC AND
COMMERCIAL OFFICE
SHANGHAI

FASHION FROM SPAIN COMMUNICATION CAMPAIGN BRIEF

ICEX Spain Trade and Investment, E.P.E. (ICEX), represented by the Spanish Embassy Commercial Office in Shanghai, invites qualified PR/Event Management Agencies to submit a proposal to support the Spanish Embassy Commercial Office in Shanghai, the Client, in the promotion of Spanish fashion brands in China.

ICEX is a public business entity ascribed to the Ministry of Industry, Trade and Tourism of the Government of Spain, via the Department of Trade, whose mission involves promoting the internationalization of Spanish companies.

1.-	Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E (ICEX) - VAT No. Q2891001F-
2.-	Case Number:	X071-02-2022
3.-	Scope of the contract:	<p>Our goal is to strengthen the positioning of Spanish Fashion brands that participate in two main promotional activities, the first one is going to be a Pop-Up Store and the second one a VIP brand presentation addressed to professionals with latest collections of the brands, the goal is to find potential buyers, agents and distributors for the Spanish companies.</p> <p>The activities will promote an image of the highest quality, authenticity and sustainability for Spanish fashion brands and create excitement for Spain's fashion among trade professionals.</p>
4.-	Submission of tenders:	<p>The three separate documents that represent the proposal need to be sent via email EXCLUSIVELY to tenders@icex.es by March 4th, 2022, at 5 pm (Madrid time)</p> <p>All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.</p>



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TERMS OF REFERENCE

1. SCOPE OF THE CONTRACT

To appoint a PR/Event Management Agency to plan, organize and manage **two main activities** for the Promotion of Spanish Fashion brands, that will take place in April- May in Shanghai:

- **B2C activity - Pop Up store**

A Pop-Up store and showroom (min. 100 sqm) in a premium location in Shanghai (the space should be provided or rented by the Agency and the price must be included in the tender amount) with the aim of promoting Spanish brands offline and online with the presence of at least two KOLs. The communication agency would provide the KOLs and would also take care of the publication in specialized media such as Elle or Cosmopolitan. The objective of the campaign would be to achieve greater visibility in different media to improve the positioning of the participating brands and boost their sales. Pre event, event and post event coverage will be needed with online and offline coverage.

The Communication Agency will be in charge to provide an adequate space, decoration, and design of the showroom. Also provide the technical equipment needed for the development of the activity.

A contact person from each brand will be provided to the Agency. The agency would be in close communication with the Spanish brands to collect each brand details and information and organize the samples that will be displayed at the Pop-Up Store. The agency will provide support for brand introduction at the venue and sales management.

The final aim is to present the Pop-Up store under the slogan of Fashion from Spain and give exposure to the Spanish companies that participate in this activity to gain branding exposure and sale their products to final consumers. Special attention to consumer experience needs to be taken care of to make sure their complete satisfaction and perception of the core messages under Fashion from Spain campaign.

This activity will be organized in **April – May 2022**, the specific dates will be arranged and determined in the proposal by the communication agency.

- **B2B activity – VIP meetings with professionals from the sector, presentation of collections to find distributors or agents for the brands.**

The showroom space would be transformed to host a VIP event (behind closed doors and with invitation only) with Spanish brands and with professionals from the sector.

A face-to-face presentation with local representatives or an online connection with international representatives of the brands in Spain would be organized in the room so they can present their latest collection.



A specific consultant needs to be hired to attract VIP contacts with purchasing power, potential partners, and product prescribers (minimum 2 KOLs) to establish commercial agreements.

Core objectives:

- To improve the image of Spanish fashion, and their perception in the market, in order to continue building the position of Spanish fashion in a sustainable way and not basically in price competition.
- Redefine Fashion from Spain's role in building "Brand Spain" as an umbrella for all Spanish fashion companies.
- Create strong clear messages communicating the authenticity, quality, and innovation of Spanish fashion. Promote key message of each of the brands.
- Encourage discovery and adoption of Spanish fashion exploration minded consumers, capitalizing on the heightened interest in the culture, creativity, and lifestyle of Spain.

Strategies and tactics:

- Media Outreach - Continual outreach to fashion and lifestyle media.
- Trade Outreach – engagement with distributors and retailers.
- Social Media Campaign - Create engaging and consistent outreach in trusted social media channels to broaden the community of Spanish fashion enthusiasts.
- On-line promotion - Drive traffic to each of the fashion brands that participate in the Campaign.
- Enhance online and offline sales of each of the brands participating in this promotional Campaign.

2. CONTRACT AND JURISDICTION

Once the Agency has been selected, a contract will be signed between ICEX and the Agency.

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.

3. AGENCY PROFILE AND STAFFING REQUIREMENTS

3.1 Agency profile.

PR/Event Management Agency with demonstrated expertise in the Chinese fashion sector. Agencies must demonstrate their proven track record by providing examples of work completed in China.

The technical capability of the Agency shall be demonstrated by submitting examples of works of similar scale and scope, executed specifically in China in all or some of the last three years. Works submitted should indicate dates and location of execution and include examples.



The Agency must have the human and material resources necessary for the successful execution of the campaigns outlined in this brief.

Agencies that do not include all needed and requested documentation in their offer / proposal that meets all the agency profile requirements, will be excluded.

3.2 Agency staffing

The Agency must designate a primary contact person that is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, as represented by the Spanish Embassy Commercial Office in Shanghai (the Client).

It is expected that all key team members assigned by the Agency to the contract have **specific knowledge, professional expertise and at least 3 years' experience in the Chinese fashion industry and in event management**. Any changes of key team members must be communicated in advance to the Client.

If the assigned staff to execute the contract varies in more than 20% throughout the term of the contract and its possible extensions, it may not be extended.

3.3 Agency financial requirements

All competing agencies will be required to demonstrate an annual turnover of at least 150,000 EUR in the best of the last 3 (three) tax years (2018-19, 2019-20 and 2020-21).

In order to prove its economic and financial solvency, all competing agencies will be required to provide a solvency report, including their audited financial accounts for the best of the last three accounting (3) years.

3.4 Timing:

The campaign will begin in April 2022 and end in May 2022. The activities to promote Fashion from Spain will be carried out ideally during the Shanghai Fashion Week.

A budget for each one of the activities must be provided separately, so further extensions of each of the activities can be executed without the other one.

Note: Budget for subsequent campaigns would be adjusted to activities requested. At most, the budget of each extension will be that of the initial contract.

3.5 Measurements of Success:

- Increase in media clips.
- Increase number of participants in communication activities: retailers, agents, distributors, and specialized media.
- Increase in quality of coverage.
- Increase in sales for each brand.
- Increase in media coverage audience figures and corresponding equivalency.



- Increase in social media interaction (Wechat, Weibo, Tik Tok etc.)
- Increased imports of Spanish fashion brands.

4. AGENCY RESPONSABILITIES

- Compilation and management of a fashion agents database
- Production, mail out and follow up on invitations
- Secure and rent a suitable venue in central Shanghai. The agency will be responsible for all aspects of the hire.
- Hire of all necessary furniture, display materials and decorative elements.
- Organize hospitality area and catering
- Liaise with all service suppliers including catering.
- Provide suitable insurance for the duration of the event
- Liaise with the exhibiting brands
- Full management of the event on the day. The agency will be required to deal with the delivery of samples to venue and will be required to be on site for build and break down, dealing with issues arising and liaising with exhibitors and visitors as required.
- Generate press attendance at the event to maximize post-event press coverage among the relevant press and social media.
- Production of a post-event report before the end of June 2022.
- Agency must be capable of implementing and administering described communications activities for 2022 in a demonstrably effective and efficient manner employing tactics to maximize added value.

Target Market:

- Fashion and Lifestyle Media
- Fashion trade: importers, distributors, buyers, retailers, agents...
- Consumers.

5. CONTRACT BUDGET

Maximum available contract budget. The maximum available budget for this Contract is **EUR 97,000** inclusive of agency fees and expenses of third parties, and excluded of any applicable taxes. Under no circumstances will the contract budget be exceeded. Bids will be made in euros **excluding taxes**. **However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any.**

If any activity is not carried out, it will not be paid.

Estimated Campaign contract value. The estimated total contract value of this Campaign, i.e., value of the first contract and possible extensions, is **EUR 388,000**, inclusive of agency fees and expenses of third parties, and excluded of any applicable taxes.



Agency must have the ability to execute their work in China with specific focus in the field of fashion and lifestyle. To have an office in China is desirable but not mandatory, as long as, the agency has the capability to perform the works in perfect conditions.

6. TERM

The described services in the contract will run from the date the agreement is signed by both parties until 30th May 2022. The contract is expected to be signed in March 2022.

It will be possible to renew up to 3 additional campaigns in the 3 upcoming years, at the discretion of Trade Commission of Spain and ICEX Trade and Investment.

7. INVOICING AND PAYMENTS

Invoices should be addressed to:

ICEX España Exportación e Inversiones E.P.E.
Paseo de la Castellana 278, 28046 Madrid, Spain
VAT Q-2891001F

But **dispatched to:**

The Consumer Goods Department
Spanish Commercial Office-Icex,
Anfu Rd, 188
200031 Shanghai

The Agency invoice will contain the following elements:

Company letterhead / logo

Address

Date

Invoice number

VAT number

Description of the item/s

Total amount due

- No expense on behalf of ICEX can be incurred before the date of signature of the corresponding contract and prior written approval of the Client.
- The assignment of the contract is not allowed.
- **Payment currency.** Payments to the Agency will be made in the currency of the Contract, which is the **EUR (Euro)**. Any currency exchange costs will be borne by the Agency.
- **Payments to offshore accounts.** Payments to bank accounts of the Agency located offshore from mainland China will be subject to compliance with the domestic currency exchange legislation. Any international bank transfer fees or costs will be borne by the Agency.



- **Payment schedule.** ICEX will settle 30% of the total payment after contract signature and pending 70% after competition of the services

8. PROCEDURE

This briefing will be circulated to multiple agencies and will be published on the website of the Economic and Commercial Office of Spain in Shanghai <http://vapp-shanghai.globalicex.inet/>

Agencies interested in bidding may contact ICEX (exclusively to tenders@icex.es) with any questions about the brief up to **March, 4th2022 at 5 pm (Madrid time)**.

Please note that any expenditure incurred by candidate agencies in the preparation of the proposals presentation and quote will be at the expense of those companies involved. Submission of the offer will not generate any fees or reimbursement of any type of expenses.

Submission of an offer and participation in this tender implies the Agency's express acceptance of all the points contained in this briefing.

The proposal needs to be sent via email only and exclusively to tenders@icex.es by March 4th, 2022 at 5 pm (Madrid time).

All files should not exceed 4MB in size if sent as attachment. A file transfer service should be used for larger files.

The proposal documents will need to be presented in English in PDF format.

The proposal must be submitted separately in Document I, Document II and Document III with their annexes as it is settled at the end of this document.

All competing agencies submitting a proposal should be aware that ICEX Legal Services department will first review the documentation submitted by each agency to ensure compliance with the requirements of this brief. After verifying their compliance with these prerequisites, the technical offer (work proposal) will be reviewed and evaluated. Once the evaluation scores have been assigned to the technical proposal, the economic offer will be opened and evaluated. **The price contained in the economic offer will not be known until that moment.**

A decision will be made as soon as possible after the proposal due date. The decision will be officially notified via email and on the ICEX portal to enable the selected agency to begin work promptly.

PROCUREMENT BOARD

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



President	Pablo Conde Díez del Corral	Director of Fashion, Habitat and Cultural industries. ICEX Headquarters.
Substitute	Sonsoles Huidobro	Deputy Director of the Division of Industrial Technology and Professional Services. ICEX Headquarters.
Member	Rocío Viñas	Head of Fashion Department. ICEX Headquarters.
Substitute	Veruska de Prado	Technical staff. Fashion Department. ICEX Headquarters.
Member	José Antonio Fernández Fernández Mayoralas	Technical staff. Fashion Department. ICEX Headquarters.
Substitute	Beatriz Fontán	Technical staff. Fashion Department. ICEX Headquarters.
Member	Maria Teresa Martín Ezama	Head of Audiovisual Department. ICEX Headquarters.
Substitute	Silvia Romeu	Technical staff. Audiovisual Department. ICEX Headquarters.
Secretary	M ^a Jesús Abellán	Deputy Director of Procurement. ICEX Headquarters
Substitute	Pablo Jorge Molina	Member of the Procurement Department. ICEX Headquarters

9. EVALUATION CRITERIA

All proposals will be evaluated and compared on equal terms using the following criteria and weighting:

EVALUATION CRITERIA	POINTS
I. Quantitative (Total Budget)	25
<p>The agency with the lowest total price will receive the highest score of the item, and the rest will obtain the proportional score.</p> <p>Most economical offer = maximum score.</p> <p>Rest of the offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) X maximum score per criteria.</p> <p>The offered budget must include the agency fees and the third-party costs. Budgets will be compared without including taxes, so they must be indicated separately.</p>	
II. Qualitative. Agency's strategy, means of implementation, and media plan	75
<p><i>(The proposals that do not receive at least 30 points in this section will be automatically excluded)</i></p> <p>For each section we shall assess the quality of proposed plan and extent to which it most efficiently satisfies the campaign objectives stipulated assigning points as follows:</p>	
Fulfilment of Communication Objectives	45
<p>The extent to which the Proposal meets our requirements as set out in this brief, according to the following breakdown:</p> <ul style="list-style-type: none"> • Scope and feasibility of action plan: 20 points 	



<p>We will evaluate the proposed plan and timeline for the event to determine the extent to which it is realistic, clear, and includes all the elements listed in Section 13.</p> <ul style="list-style-type: none"> Suitability of venue proposal: 15 points <p>We will evaluate the proposed venue(s) to determine its suitability in terms of its location, size, facilities, access via public transport and its alignment with the event design guidelines.</p> <ul style="list-style-type: none"> Media plan: 10 points <p>We will evaluate the range of media proposed and how likely it is to successfully reach our primary target audience.</p>	
<p>The extent to which the Proposal is perceived to reinforce the Spain Fashion brand</p> <p>We will evaluate whether the Proposal offers positive brand reinforcement and reflects contemporary ideas about Spanish fashion including an image of quality, authenticity and sustainability for the brands on show.</p>	25
<p>Other additional services or actions offered (without additional cost) which are not specified in the Request for Proposal.</p>	5

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

0% of allocated points	Proposal simply states that the Agency can meet some or all the requirements but does not provide information on detail on how they will do so.
50% of allocated points	Compliant
75% of allocated points	Fully Compliant
100% of allocated points	Exceeds Requirements

Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous.

Bids will be considered disproportionate or anomalous when:

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

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



Tiebreaker criteria

In the event of a tie in the score obtained by two or more bidders, it will be resolved by applying the following social criteria in order, referred to at the end of the deadline for submitting offers:

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

The supporting documentation for the tiebreaker criteria referred to in this section will be provided by the bidders at the time the tie occurs, and not previously.

10. OBLIGATIONS

The Agency shall be responsible for the technical quality of the work and services it may carry out during this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate methods, or incorrect conclusions in the performance of the contract.

Specifically, the Agency shall be responsible for:

- Ensuring that both the development and the result of the services/work which it has been contracted to carry out comply with the quality specifications required by ICEX.
- Compliance with the time-limits agreed with ICEX in each case.
- Omissions, errors, incorrect conclusions, or inappropriate methods that it may recommend and implement during the term of this contract.
- The personnel forming part of the project team assigned to the development and performance of the Contract, with the Agency bearing sole liability in employment matters for the conduct and operation of the above-mentioned team.
- The processing of any information and data made available to it.

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

11. CANCELLATIONS

ICEX reserves the right to unilaterally terminate the Contract if the services are not performed in accordance with the instructions received from ICEX, if any of the deadlines applicable to the Agency are not met or if there is any failure to fulfil the obligations established in the Contract. All the above is without prejudice to any claims for damages that might arise.

Force Majeure or restrictions imposed by the Authorities



The parties will not be responsible for the damages and losses caused to the other party for delays or breaches of the contract that bring their cause in cases of *force majeure* or restrictions imposed by the Authorities. The duties of the contract will be considered suspended while 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 activities

In the event an activity eventually is not held, ICEX shall solely satisfy the expenses incurred by the Agency from the date of the contract (and in connection with the same) until the date of a formal notice of the cancelation by ICEX. To be reimbursed, the Agency must submit all documentary invoices of the expenses incurred up to that date.

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

12. INTELLECTUAL PROPERTY AND CONFIDENTIALITY

All intellectual or industrial property rights in the work created by the Agency and all the information gathered by it in connection with the contract shall belong to ICEX.

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

The Agency 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 Agency 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 Agency or subcontracted by it.

The Agency 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 Agency for any liability that might be applicable.

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.

13. TECHNICAL SPECIFICATIONS (PROGRAM PROPOSAL)

THE KEY ELEMENTS

- EXHIBITORS

The Spanish Embassy Commercial Office and ICEX Spain Trade and Investment will recruit and select the Spanish brands.

The Agency will liaise with the brands regarding the delivery of samples and all necessary logistics.

The Spanish Embassy Commercial Office will support the Agency when liaising with the brands if/when needed to ensure good levels of communication are maintained throughout.

- VISITORS

The Agency will be responsible for sending the invitations to the target audience using its own agents database.

It is the responsibility of the Agency to ensure that its database is comprehensive. The Agency will also have access to the Client's agents database. The Agency will monitor replies and follow-up on the invitations as required to ensure maximum attendance.

- REGISTRATION

A dedicated registration area should be provided as part of the floor plan.

- POP UP - SHOWROOM TABLES / DISPLAY RAILINGS

The Agency will be required to submit designs and a floor plan to accommodate space for the brands, hospitality area and visitor's registration space.

The Agency will be responsible for ensuring optimum use of space, providing a comfortable environment for both brands and visitors.

- VENUE

The Agency will submit a proposal of viable venues in central Shanghai.



The Agency will be responsible for all aspects of hire including the contract, suppliers, security, access and coordinating with the management team.

The Agency will be responsible for coordinating documentation such as insurance and risk assessments.

Event design guidelines: the overall aesthetics of the space should be neutral and modern. The below images can be used as a visual reference of the style we seek to achieve.



- CATERING

A hospitality area will be required, serving refreshments during the day.

The Agency will be responsible for coordinating all aspects of the catering.

- MEDIA

The Agency will plan a media communications campaign for the event covering trade press and social media.

14. EUROPEAN FUNDING

The activities contemplated under this briefing may be subject to European *Union's financing through the European Regional Development Fund (ERDF)*.

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 2013, and in particular 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 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".

Shanghai, February 22nd 2022



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ICEX Board of Directors

By Delegation (Resolution of September, 30th 2021; BOE [Official State Gazette] as of October, 11th 2021)

Juan José Zaballa
Senior Trade Commissioner
Trade Commission of Spain Shanghai
188 ANFU ROAD
Xuhui, Shanghai





Proposal content. The competing agencies are expected to present a proposal that includes **three (3) separate documents (Economic and Technical solvency; Technical Proposal, and Economic Proposal)**, as detailed below. Proposals that miss anyone of the said documents will be considered incomplete and excluded.

DOCUMENT I. Economic and technical solvency.

- ✓ Acceptance letter. All competing agencies are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and condition stipulated in the present briefing.
- ✓ **Agency solvency report.** provide showroom and PR projects of similar scope to demonstrate ability to execute the requested work;
- ✓ **Financial accounts** for the best of the last three tax years (2018-19; 2019-20; 2020-21) in order to meet fiscal solvency criteria.
- ✓ **Professional profile and background of the designated staff.** Include a detailed description of the roles of the proposed team and their respective **detailed resumes in excel (Annex A – Excel file template)**.

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.

Agencies not satisfying any of the stipulated solvency criteria, will be excluded from the tender and their offers will not be evaluated.

DOCUMENT II. Technical Proposal. PDF file

Technical proposal: Detailed work proposal **without any reference to prices**, and work plan for the different elements considered in this brief (SECTIONS 4 and 13)

The offers must include a proposed **action plan, Annex B (excel file template)** with a timeline and a detailed breakdown of the actions.

The Agency will be responsible for carrying out whatever tasks are necessary for the correct execution of the events specified in this request.

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

DOCUMENT III. Economic Proposal.



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- ✓ **Economic proposal (The Agency price for work requested and proposed stated in euros) – Annex C (excel file template).**
- ✓ The proposal must include the offered price, including fees and third-party expenses. The taxes must be indicated separately.
- ✓ ICEX will evaluate tenders based on the offered Agency total price excluding taxes for executing the requested work.
- ✓ Provide detail of the work covered by the price.

Proposals exceeding the **maximum available budget (97,000 EUR)**, will automatically be **disqualified**.