

## “SHOOTING IN SPAIN” EVENT IN SINGAPORE

### REQUEST FOR PROPOSALS

1.-	Contracting Authority:	ICEX España Exportación e Inversiones, E.P.E (ICEX) - VAT No. ESQ2891001F
2.-	Case Number:	X047-13-2024
3.-	Scope of the contract:	To organize and moderate the promotional and networking event “Shooting in Spain” inviting 10 key Asian film/TV producers, which will take place during a dinner at a Spanish restaurant in Singapore.
4.-	Max. budget	USD 35,000 (thirty-five thousand), tax excluded
5.-	Submission of tenders:	<p>The three separate documents that represent the proposal need to be sent via email <b>EXCLUSIVELY</b> to <a href="mailto:tenders@icex.es">tenders@icex.es</a> before <b>December, 2<sup>nd</sup> 2024 at 5.00 PM Singapore local time.</b></p> <p><u>Proposals not submitted within the deadline will be automatically excluded.</u></p> <p>All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.</p>

**ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX)**, represented by the Economic & Commercial Office of Spain in Singapore, invites companies to submit their proposals for the ‘Shooting in Spain’ promotional event.

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

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

**ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E. P. E.**  
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## 1. PROJECT DESCRIPTION

As part of ICEX's promotional plans for the Spanish audiovisual industry, strengthening collaboration with Asian companies has been identified as a key objective. One of the primary milestones of this initiative is the organization of an event aimed at bringing together prominent Asian producers to encourage future partnerships, particularly in filming and post-production activities in Spain.

To achieve this, ICEX will commission a media company to oversee the **planning and promotion of a networking 'dinner' event** on the **12th of December 2024** from 6pm to 9pm (Singapore local time), featuring at least 15 leading producers from the region. The agency will also manage media outreach, including the publication of articles and social media campaigns, to amplify the event's impact and highlight its outcomes.

The evening will be divided into two parts and will require collaboration from the company to ensure a smooth transition between them:

1. Presentation of 'Shooting in Spain': Best practices and presentation of the advantages Spain has to offer (institutional support, tax incentives, etc.). This will be followed by a discussion and Q&A led by a well-known moderator from the agency.
2. Networking Dinner and Collaboration Opportunities: Participants will have the chance to establish valuable connections throughout the event, fostering international collaborations.

## 2. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

### Company Profile

The organizing company should have a specialized team with deep expertise in the Asian audiovisual market and the ability to attract high-level professionals. Throughout the process, coordination with the ICEX team is essential to ensure the event meets the networking, branding, and client acquisition goals set by ICEX-Invest in Spain.

### The company will be in charge of:

- 2.1. A detailed description of the proposed networking dinner, including structure, schedule, and flow of activities to be carried out on 12<sup>th</sup> December 2024. The event dinner will take place in a Spanish restaurant in a central area of Singapore. The cost of the venue and catering will fall under the responsibility of ICEX.
- 2.2. Identifying and inviting at least 15 leading filmmakers, producers and executives from the Asian audiovisual industry.
- 2.3. Serving as the moderator during the networking dinner, facilitating conversations between participants and ensuring productive dialogue with a focus on highlighting Spain as a premier destination for filming and post-production and exploring collaborative opportunities.
- 2.4. Audio/Video and Photography equipment & staff: Guarantee adequate technological equipment (sound, projection, lighting) and coordinate with specialized suppliers if needed. Mainly, it will be necessary to provide one large screen where videos can be played and an audio system with at least two wireless microphones for the presentation part. Staff to

operate the equipment should be available as well if needed. The rental of the AV equipment and the staff should be included in the price.

- 2.5.** Producing and publishing a high-quality article summarizing the event and its outcomes on a recognized platform.
- 2.6.** Professional photos and a short video of the event to be used on social media.
- 2.7.** A list of attendees and contacts of the event (name, title, company, phone contact, email).
- 2.8.** A detailed social media campaign plan to promote the article and event outcomes across Facebook, X, and LinkedIn.
- 2.9.** Bids that do not include all the activities / tasks /services requested in the briefing will be automatically excluded.

Once the winning company has been selected, a contract will be signed between ICEX and the Agency, which will include copyright and intellectual property clauses, activities to be carried out, payment terms and conditions, and other details.

### 3. TERM AND EXTENSION OF THE AGREEMENT

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- 3.1. Term.** The described services in the contract will run from the date the agreement is signed by both parties until all deliverables above mentioned are fulfilled, and in any case, before 30<sup>th</sup> of December 2024.

### 4. BUDGET

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- 4.1. Maximum Budget (all tax excluded):** the maximum budget for the execution of the project will be **35,000 USD, taxes excluded**. Bids will be made in USD, and **taxes will be stated separated**.  
**The bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any.**
- 4.2. Estimated Contract Budget Value.** According to the term the maximum value of the contract will also be 35,000 USD (excluding taxes). Under no circumstances can the budget be exceeded.

### 5. PAYMENTS AND INVOICES

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- 5.1. Contract Amount.** Only the activities, budgets and procedures included in the Contract will be binding for the Parties. No expense on behalf of ICEX can be incurred by the company before the date of signature of the corresponding contract and prior approval of ICEX, as represented by the Economic & Commercial Office of Spain in Singapore.
- 5.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is **USD**. Any currency exchange costs will be borne by the bidder.
- 5.3. Payment schedule.** ICEX will ensure that payment is made at the end of the event upon presentation of the invoices for the expenses incurred in that month.
- 5.4. Invoice details.** All the invoices should be **addressed to:**



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

But **dispatched to:**

Spanish Commercial Office in Singapore - ICEX  
7 Temasek Boulevard, #19-03  
Suntec Tower 1, Singapore 038987 (SG)

The Agency invoice will contain the following elements:

Company letterhead / logo  
Address  
Date  
Invoice number  
Tax/VAT number  
Description of the item/s  
Total amount due

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

## 6. EVALUATION CRITERIA

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

TABLE 2. EVALUATION CRITERIA	
Evaluation Criteria	Scores (Max.)
<b>I. Price competitiveness of the tender</b>	<b>30</b>
The offer with the lowest budget will receive the highest score of the item, and the rest will obtain the proportional score. (Max. 30 points).  - Most economical offer = maximum score. - 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.  Financial Proposals that exceed the maximum available contract budget will not be considered.	
<b>II. Technical Proposal</b>	<b>60</b>
The company must present a service offering detailing the different phases of the event: pre-event, during and post-event, being of special relevance the identification of key	



companies and individuals who should attend (filmmakers, producers, etc). (Max. 60 points)	
II.1. It will be evaluated the initial list of potential attendees proposed by the bidder, including the name of the company and the role of the attendee proposed, and their suitability and representativeness to the film and TV sectors with capacity to film outside Asia. (Max. 30 points).	
II.2. Besides, it will be evaluated the organization plan for the event with a calendar of the different phases, and the quality and degree to which the proposal most efficiently meets the objectives of this activity. (Max. 30 points).	
<b>III. Added Value</b>	<b>10</b>
III. Added Value (without any additional cost) – Any service not specified in the Request for Proposal that may positively improve the quality and impact of the event (for example: Detailed Post-Event Editorial Coverage) (Max. 10 points)	
<b>TOTAL</b>	<b>100</b>

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

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

- 6.2.** Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous.
- 6.3.** 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.
- 6.4.** 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 OFECOMES will decide, upon technical advice if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.



## 7. CONTENTS OF PROPOSALS

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

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

- **Acceptance letter.** All bidders are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and condition stipulated in the present briefing.
- Bidders must clearly state in their offer if they use any of these options (joint ventures, subcontracting) to meet the requirements providing documentation that legally demonstrates the extent and seriousness of the relationship.
- **“Beneficial ownership”- ANNEX.** All bidders are required to provide a document evidencing beneficial ownership (projects financed by the Recovery, Transformation and Resilience Plan-PRTR), signed by a legal representative.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last 3 (three) years, including total budgets, dates and clients, public or private sector, for whom the services and/or work was undertaken. A minimum experience of 3 (three) years in similar projects is required.
- **Project Resources.** The Agency must demonstrate that it possesses both the tangible and intangible resources necessary for the successful implementation of the activities described in this briefing. To enable an effective evaluation of the capacity to undertake the activity, the Agency must detail all technical resources to be deployed. The Agency needs to demonstrate:

Expertise in Marketing and Communications: The agency should have a proven track record in marketing and communications in the audiovisual sector in Asia. It should be knowledgeable about various promotional strategies and possess the means for reaching a wide and diverse audience, including digital platforms, social media channels, traditional media outlets, and industry-specific networks. The agency should also demonstrate expertise in crafting compelling content, managing public relations campaigns, and executing data-driven strategies to maximize impact and engagement within the target market.

- **Financial Solvency.** All participating companies must submit a solvency report that includes the financial accounts for the last three financial years (2021-22, 2022-23, 2023-24). Financial solvency will be deemed established when the annual turnover, based on the best year of the last 3 (three) financial years available, 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 50,000 USD. If it is not possible to prove economic and financial solvency by means of



annual turnover, the tenderer may accredit such solvency by providing civil liability insurance for an amount equal to or greater than 50,000 USD.

**7.3. Document 2: Technical Proposal (PDF file).** The technical proposal should not make any reference to price. All competing companies must present a detailed work proposal, that includes: Structure of the event, moderator, potential participants, promotional article description and social media outreach plan.

**7.4. Document 3: Financial proposal (PDF file).** All competing companies must present a financial proposal, including a detailed budget for the project and its breakdown for each area of activity or services.

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

**7.4.2. Currency.** The proposal will be drafted in **USD**.

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

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

All competing companies must provide this information in the form of a document providing proof of beneficial ownership, issued by the competent body in the relevant foreign country. The information will be stored in accordance with the regulations on the protection of personal data. In addition to this document, bidders must complete all requested data in ANNEX. "Beneficial Ownership Data" (legal entity and individual).docx.

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

## **8. SUBMISSION OF PROPOSALS**

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

**8.2. Submission of proposals.** The companies wishing to participate in the tender must send the documentation exclusively in digital format (PDF), **ONLY** to the e-mail [tenders@icex.es](mailto:tenders@icex.es) before **December 2<sup>nd</sup>, 2024 at 5.00 pm Singapore local time**. Proposals not submitted within the deadline will be automatically excluded.

**8.2.1. Electronic files.** All files should be in digital (PDF and MS Excel) format only. Neither e-mails nor individual files sent as attachment should exceed 4MB in size.

Should files be larger, the competing companies should use a file transfer service, which they have previously verified (e.g. WeTransfer, Dropbox, or other).

**8.2.2. Expenditures.** Please note that any expenditure incurred by competing companies in the preparation of the proposals, presentations and quotes will be at the expense of the said companies. Submission of the offer will not generate any fees or reimbursement of any type of expenses from ICEX.

**8.2.3. Language.** The proposal will be drafted and presented in English.

**8.2.4. Acceptance of terms.** Submission of a proposal and participation in this tender implies the express acceptance by the competing companies of all the clauses contained in this brief.

**8.3. Amendment of proposals.** Once competing companies have submitted their proposals, ICEX will not accept the submission of any amendments, additions or corrections, unless the latter result from a clarification requested by ICEX.

**8.4. Clarification of proposals.** Competing companies meeting the administrative requirements of the present brief may be invited by ICEX to clarify specific aspects of their technical or financial proposals, which will be done in written.

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

**8.6. Assessment of proposals.** The document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing company has been verified to comply with every requirement set in this brief, will the document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, the document 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.

**8.7. Selection of company.** A decision will be made as soon as possible from the published proposal due date. The decision will notified via e-mail to all competing companies, in order to enable the selected company to begin work promptly.

**8.8. Contact persons.** Questions related to this briefing might be addressed in written form until 30<sup>th</sup> November 2024 only through the e-mail [singapur@comercio.mineco.es](mailto:singapur@comercio.mineco.es). In the interest of fairness, any questions by competing companies, as well as the corresponding answers by ICEX, might be shared with all other companies.

## 9. OBLIGATIONS

**9.1. Technical Quality.** The company shall be responsible for the technical quality of the work and services it may carry out during this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate



methods, or incorrect conclusions in the performance of the contract. In particular, the company shall be responsible for:

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

**9.2. Copyright and information rights.** The intellectual or industrial property rights for all works created by the company, as well as all the information gathered by the latter on behalf of ICEX in connection with this contract shall belong to ICEX, at no extra cost, upon payment of all relevant consultancy fees and expenditure herein agreed. This includes the right to use, reproduce, modify, distribute publicly and via online media. Said rights will be on a global basis and throughout the maximum period of copyright protection, for all the file types, in any format or language, and with all the effects determined by the law.

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

**9.2.2.** The company will ensure that all vector files of materials produced, in any medium or format, are delivered to ICEX. This includes all original and edited photography, video, and social media files, which the company guarantees have been produced for ICEX and are not owned by third parties.

**9.2.3.** The company shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as the said claim is based on the allegation that the work carried out by the company within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes an undue appropriation of trade or industrial secrets belonging to third parties.

**9.3. Confidentiality.** The company is obliged to maintain professional confidentiality with regard to the information and documentation provided by ICEX for the performance of the services. This obligation shall remain in force both during and after the end of the activities to which the contract related, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status. This clause shall not apply to information that is (i) in the public domain, (ii) already known to the party receiving it, (iii) disclosed in compliance with court orders or under legal obligations.

**9.3.1.** The company shall only permit access to the confidential information to those persons who have a need to know it for the purposes of carrying out the activities and services under the contract. The company shall be responsible for ensuring

compliance with the confidentiality obligations by the personnel in its employ and by any persons or entities working in collaboration with the company or subcontracted by it.

**9.3.2.** The company also undertakes not to use any confidential information belonging to ICEX to which it may have access for its own or private purposes or for any other purposes.

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

## 10. CANCELLATIONS

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

### 10.2. Cancellation, postponement or modifications of actions.

**10.2.1. Cancellation.** In the event of cancellation of an event, ICEX shall solely satisfy the expenses incurred by the company from the date of the contract (and in connection with the same) until the date of a formal notice of the cancellation by ICEX. To be reimbursed, the company must submit all documentary invoices of the expenses incurred up to that date.

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

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

## 11. CONTRACT AND JURISDICTION

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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.

## 12. EUROPEAN FUNDING

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

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

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

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

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

**12.2.** In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Recovery and Resilience Fund.

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



In Singapore, on the date of the signature

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

**Antonio García Rebollar**  
**Chief Economic and Commercial Counsellor**  
Economic and Commercial Office of Spain in Singapore