



SPANISH  
EMBASSY



ICEX



ECONOMIC AND  
COMMERCIAL OFFICE  
TOKYO

## SHOES FROM SPAIN MANAGEMENT BRIEF

ICEX Spain Trade and Investment, E.P.E. (ICEX), represented by the Economic and Commercial Office Embassy of Spain in Tokyo, invites qualified PR/Event Management Agencies to submit a proposal to support the Economic and Commercial Office Embassy of Spain in Tokyo, the Client, in the management of the Spanish shoes exhibition, SHOES FROM SPAIN in Tokyo from 17<sup>th</sup> to 21<sup>st</sup> July, 2023 (including the set-up and removal days) at the Exhibition Hall of the Embassy of Spain in Tokyo or another place in similar size.

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) – SPANISH VAT No. Q2891001F-
2.-	Case Number:	X078-03-2023
3.-	Scope of the contract:	To appoint a PR/Event Management Agency to plan, organize and manage an exhibition in July 2023 for Spanish footwear brands, “Shoes From Spain” in the format of a small-scale trade show with individual exhibiting space for the participating brands. It will be held from 17 <sup>th</sup> to 21 <sup>st</sup> July 2023 at the exhibition hall of the Embassy of Spain in Tokyo or another place in similar size. The event will promote an image of the highest quality, authenticity and sustainability for Spanish shoes brands and create excitement for Spain’s shoes among trade professionals.
4.-	Submission of tenders:	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> by April 27 <sup>th</sup> , 2023, <b>at 5 pm (Tokyo time)</b> . All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.

*Eligible for co-financing with European Union Funds*

3F, 1-3-29, ROPPONGI, MINATO-KU  
TOKYO 106-0032  
TEL: +81 (0)3 5575 0431



SPANISH  
EMBASSY



ICEX



ECONOMIC AND  
COMMERCIAL OFFICE  
TOKYO

## **TERMS OF REFERENCE**

### **1. SCOPE OF THE CONTRACT**

To appoint a PR/Event Management Agency to plan, organize and manage an **exhibition in July 2023 for Spanish footwear brands, "Shoes From Spain"** in the format of a small-scale trade show with individual exhibiting space for the participating brands. It will be held from 17<sup>th</sup> to 21<sup>st</sup> July 2023 (including the set-up and removal days) at the Exhibition Hall of the Embassy of Spain in Tokyo or another place in similar size.

The target audience will include:

- Shoes and fashion importers, distributors, department stores, shoe retailers and fashion boutiques (primary)
- Media (secondary)

### **2. CONTRACT AND JURISDICTION**

Once the Agency has been selected, a contract will be signed between ICEX and the local 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 Japan fashion sector. Agencies must demonstrate their proven track record by providing examples of work completed in Japan.

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

*Eligible for co-financing with European Union Funds*

3F, 1-3-29, ROPPONGI, MINATO-KU  
TOKYO 106-0032  
TEL: +81 (0)3 5575 0431





SPANISH  
EMBASSY



ICEX



ECONOMIC AND  
COMMERCIAL OFFICE  
TOKYO

- Design, production of the invitations in the format of postcards and digital, mail out and follow up on invitations.
- Design and productions of the floor map (500 copies in 2 colors).
- Design and media cover in specialized press (Senken Newspaper and Fashion Snap).
- Update of the Shoes from Spain website, <https://www.shoesfromspain.jp/>
- Decoration of the exhibition, hiring of all necessary furniture, display materials and decorative elements.
- Organize hospitality area.
- Liaise with all service suppliers.
- 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 be on site for build and break down, dealing with issues arising and liaising with exhibitors and visitors as required.
- Catering for visitors.
- Lunch box for exhibitors.
- Wifi rental for exhibitors.
- Generate press attendance at the event to maximize post-event press coverage among the relevant press and social media.
- Garbage removal and daily cleaning of the exhibition room.
- Compilation of the visitor's list of the exhibition and update of the client's database.
- Production of a post-event report, including media clippings before the end of August 2023.

## 5. BUDGET

**The maximum available budget of the July 2023 edition** for the contract is **9,600,000-JPY** (excluding VAT), inclusive of all expenses and agency fees.

The economic proposal will be evaluated based on the offered price, excluding taxes, which must be clearly indicated separately in the economic offer.

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

**Estimated contract value:** The estimated total contract value of this event, i.e., is **9,600,000-JPY**, inclusive of agency fees and expenses of third parties, and excluded of any applicable taxes.

*Eligible for co-financing with European Union Funds*

3F, 1-3-29, ROPPONGI, MINATO-KU  
TOKYO 106-0032  
TEL: +81 (0)3 5575 0431



SPANISH  
EMBASSY



ICEX



ECONOMIC AND  
COMMERCIAL OFFICE  
TOKYO

- 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 YEN (Japanese yen). Any currency exchange costs will be borne by the Agency.
- Payments to offshore accounts. Payments to bank accounts of the Agency located offshore from Japan will be subject to compliance with the domestic currency exchange legislation. Any international bank transfer fees or costs will be borne by the Agency.
- The Agency must send the invoice to the Client as soon as possible after the exhibition. Payment will be made within maxim of 45 days of the invoice receipt.

## 8. PROCEDURE

This briefing will be circulated to multiple agencies and will be published on the website of Economic & Commercial Office: [japon.oficinascomerciales.es](http://japon.oficinascomerciales.es).

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](mailto:tenders@icex.es) by April 27th, 2023, at 5 pm (Tokyo time).**

Files should not exceed 4MB in size if sent as attachment. A file transfer service should be used for larger files. The interested agencies may contact ICEX with questions about this brief at [tenders@icex.es](mailto:tenders@icex.es) up to April 25<sup>th</sup>, 2023, at 11 am (Tokyo time).

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

All competing agencies submitting a proposal should be aware that ICEX 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 *Eligible for co-financing with European Union Funds*

3F, 1-3-29, ROPPONGI, MINATO-KU  
TOKYO 106-0032  
TEL: +81 (0)3 5575 0431





SPANISH  
EMBASSY



ICEX



ECONOMIC AND  
COMMERCIAL OFFICE  
TOKYO

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. PDF file**

- ✓ **Economic proposal (The Agency price for work requested and proposed stated in Japanese yen. Taxes, if any, must be indicated as a separated item in the excel file.**
- ✓ ICEX will evaluate tenders based on the offered Agency total price for executing the requested work, excluding taxes.
- ✓ Provide detail of the work covered by the price.
- ✓ Proposals exceeding the **maximum available budget (¥9,600,000-), will automatically be disqualified, equivalent to around 66,201 euros.**

*Eligible for co-financing with European Union Funds*

3F, 1-3-29, ROPPONGI, MINATO-KU  
TOKYO 106-0032  
TEL: +81 (0)3 5575 0431



- Number of ads to be launched (5)	
- Number of fashion sector contacts in the agency's database (4)	
Display and exhibition	
- Quality of materials, functionality, innovation of the proposal (9)	20
- Aesthetic of proposal and degree of adequacy to the identity of the corporate brand and brand promotion of ICEX (6)	
Innovation of the proposal	15

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 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

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.





## **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 one 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.

*Eligible for co-financing with European Union Funds*

3F, 1-3-29, ROPPONGI, MINATO-KU  
TOKYO 106-0032  
TEL: +81 (0)3 5575 0431



SPANISH  
EMBASSY



ICEX



ECONOMIC AND  
COMMERCIAL OFFICE  
TOKYO

Last July, although there were still restrictions to enter Japan, the Shoes From Spain exhibition was held. 8 companies exhibited and 243 people visited the exhibition.

Now ICEX intends to recover and continue this exhibition to promote an image of the highest quality, authenticity and sustainability for Spanish footwear brands and create excitement for Spain's shoes among trade professionals.



## 2. VENUE

The exhibition will be held at the exhibition hall of the Embassy of Spain in Tokyo.

The space is about 348m<sup>2</sup> with two connecting rooms (31m x 11m). A basic floor-map is provided in Annex. In case that the number of exhibitor is superior than we expected, there's a possibility to change the venue.

## 3. EXHIBITORS

ICEX Spain Trade and Investment will recruit and select the Spanish exhibitors.

All stands will be attended by Spanish exhibitors or Japanese distributors or representatives of the Spanish brands in Japan.

The agent will liaise with the exhibitor's Japanese agents to control the delivery of cargo into and out of the exhibition hall on the day of the set-up and removal day, in case that the exhibition will organize out of the Embassy.

## 4. INVITATIONS AND ATTENDANCE TO VISITORS

The Agency will be responsible for design, printing and sending the invitations (postcards and digital) to the target audience using its own agent's database and ours. We'll provide a list with 3.000 professionals.

It is the responsibility of the Agency to ensure that its database is comprehensive. The Agency will monitor replies and follow-up on the invitations as required to ensure maximum attendance.

## 5. REGISTRATION

*Eligible for co-financing with European Union Funds*

3F, 1-3-29, ROPPONGI, MINATO-KU  
TOKYO 106-0032  
TEL: +81 (0)3 5575 0431





SPANISH  
EMBASSY



ICEX



ECONOMIC AND  
COMMERCIAL OFFICE  
TOKYO

#### 7. FLOOR PLAN, POSTERS AND SIGNS

The Agency will be required the production of floor plan with exhibitor's data to be distributed during the exhibition (A4size/ color/ 500 copies), 2 posters (A1 size/Color), 2 panels of QR code of instagram "thisisspainfashionjapan", signs of Non Smoking and No Camera.

#### 8. WEBSITE

The Agency will be required updating of the Shoes from Spain's website with exhibitor's data, design of the exhibition: <https://www.shoesfromspain.jp/>

The client will provide to the Agency all exhibitor's data. The Agency will design the artworks. All artwork requires approval by the client.

#### 9. ADVERTISING

The Agency will be required for the advertising insertion in the sectorial media. Proposal of the media plan up to one million JPY is required.

#### 10. MEDIA

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

#### 11. CATERING

The Agency will provide the daily catering service with non-alcoholic drinks (coffee, coke, orange juice and still water) and some finger foods and sweets.

Also, the Agency will be required to prepare lunch boxes for all exhibitors.

#### 12. CLEANING

The Agency will remove all garbage and do daily cleaning of the exhibition room.

#### 13. ENVIRONMENTAL CONCERNS

For catering, food and beverages shall be transported in reusable or recyclable packaging and supplied in recyclable containers.

Display furnitures used for decoration shall be reusable or recyclable whenever possible.

*Eligible for co-financing with European Union Funds*

3F, 1-3-29, ROPPONGI, MINATO-KU  
TOKYO 106-0032  
TEL: +81 (0)3 5575 0431



#### DOCUMENT I. Economic and technical solvency. PDF file

1. **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.
2. **Agency solvency report.** Provide evidence of projects of similar nature/scope to demonstrate ability to execute the requested work;
3. **Financial accounts** for the best of the last three years (2019; 2020; 2021) in order to meet fiscal solvency criteria.
4. **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** with a 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. PDF file

- ✓ **Economic proposal (Agency price for work requested and proposed stated in Japanese yen excluding VAT) Annex C (excel file template).** Taxes, if any, must be indicated as a separated item in the excel file.

✓ ICEX will evaluate tenders based on the offered Agency total price, excluding taxes, for *Eligible for co-financing with European Union Funds*