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ECONOMIC AND
COMMERCIAL OFFICE
TOKYO

ADDITIONAL ACTIVITIES OF PROMOTIONAL CAMPAIGN FOR SPANISH WHITE PORK IN JAPAN BRIEF

ICEX, Spain Trade and Investment, E.P.E. (hereinafter, ICEX) represented by the Economic and Commercial Office of the Spanish Embassy in Tokyo (hereinafter, Commercial Office) invites the agencies to submit a proposal for the promotional campaign of the Spanish white pork meat and products in Japan.

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:	X078-16-2023
3.-	Scope of the contract:	To appoint a PR Agency to plan and manage some additional activities to the Promotional Campaign for the Spanish White Pork In Japan during the second half of 2023.
4.-	Submission of tenders:	The three separate documents that represent the proposal need to be sent via email EXCLUSIVELY to tenders@icex.es by July 21st 2023 at 5 pm (Tokyo time); July 21st, 10 am (Madrid Time) All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.

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1. **INFORMATION OF THE SECTOR AND MARKET**

Spain is currently the third largest pork producer and the third largest exporter worldwide, exporting to over 130 countries. Japan is the second largest importer of pork (only behind China), importing 1.27 million tons, worth 5 billion euros, at an average price close to 4 euros/kilo in 2022. Spain is Japan's third most important supplier with 15.4% of Japanese pork purchases, only after the USA (29.2%) and Canada (20.0%); other relevant suppliers are Mexico (11.3%), Denmark (8.5%), Netherlands (3.7%), Chile (3.2%) and China (1.5%). Between 2014 and 2022 Spanish pork exports to Japan have grown by 137% in volume and 182% in value.

Unlike its American and Canadian competitors, Spanish white pork meat does not have an established image among Japanese consumers. This is because most sales are directed toward the industrial sector or the Horeca channel, where, although Spanish pork enjoys a positive image among professionals, it is not generally mentioned that the product is Spanish. Therefore, the aim of the sector plan is to reinforce the trust in the quality of Spanish pork meat and pork products among Japanese professionals, improve the knowledge of the Spanish pork sector, and increase its visibility among the general public.

2. **BACKGROUND OF THE CAMPAIGN**

ICEX has a promotional campaign since 2019. The contents of the 2023 campaign are as follows:

1. Store Promotion: The supermarkets chains like Seiyu, Akafudado and New Quick placed promotional stickers with Spanish Pork logo on their products.
2. Delí Fair dancyu x SEIJO ISHII: The monthly magazine specialized on food and cooking, dancyu and Seijo Ishii have collaborated to develop two delicatessen using Spanish pork, which have been on sale at Seijo Ishii stores for three weeks starting July 6, and a Jamón Serrano sales campaign will be launched at the same time.
3. Yamanote Line Jack AD: Ads will run on Yamanote Line trains for two weeks in October.
4. Campaigns through social networks (Instagram, FB and twiteer) <https://spanishpork.jp/>; <https://www.instagram.com/spanishporkjapan/>; <https://twitter.com/spanishpork>; <https://www.facebook.com/spanishpork>

The campaign is developed under the umbrella of the "Spanish Pork" brand, whose brand and logo are registered trademarks, with the addition of their equivalent in Japanese.



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3. **SCOPE OF THE CURRENT CALL FOR OFFERS**

ICEX aims to appoint a PR Agency to plan and manage **additional activities** of the Promotional Campaign for the Spanish White Pork in Japan during the second half of 2023 to promote white pork meat and pork products in Japan. The Agencies can propose one or several additional activities consisting of promotion at supermarkets /grocery stores, promotion at restaurants and/or cooking shows or demonstrations. Proposed activities should aim at complementing the main promotional campaign underway for 2023 and the objectives of raising awareness of pork from Spain among Japanese professionals and consumers.

4. **AGENCY PROFILE AND STAFFING REQUIREMENTS**

4.1 Agency profile.

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

4.2 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 Economic and Commercial Office, Embassy of Spain in Tokyo (the Client).

It is expected that team leader assigned by the Agency to the contract have **specific knowledge and professional expertise in the Japanese food industry of at least 3 verifiable years**, and another assistant have 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. Any changes of key team members must be communicated in advance to the Client.

4.3 Agency financial requirements

All competing agencies will be required to demonstrate an annual turnover of at least ¥12,000,000- in the best of the last 3 (three) years (2020, 2021 and 2022).

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5. **BUDGET**

The budget available for the additional promotional activities is 8,500,000 yen, which includes the agency fees, which cannot exceed 1,500,000 yen. Under no circumstances can the cost of the activities go beyond the abovementioned limit. No extensions of the current contract are foreseen. The estimated value of the contract is therefore 8,500,000 yen.

The budget must include all the expenses associated with the campaign proposal, including both the activities and the materials or people required to carry them out. It should be noted that the Economic and Commercial Office of the Embassy of Spain is exempt from the 10% sales tax in Japan. The Agency will apply the tax exemption when invoicing.

6. **PROCEDURE**

This briefing will be circulated to multiple agencies and will be published on the website of Economic & Commercial Office: 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 by July 21st 2023 at 5 pm (Tokyo time); July 21st at, 10 am (Madrid Time)

The proposal documents will need to be presented in English in PDF format. 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 up to July 19th, 2023, at 4 pm (Tokyo time)

Agencies submitting a proposal must demonstrate their technical capabilities by submitting examples of works of similar scope and scale, executed in Japan in all or some of the last three years. Works submitted should indicate dates and location of execution and include examples. Agencies must also demonstrate to have the human and material resources necessary for the successful execution of the activities they propose.

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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.

A decision will be made within an estimated as soon as possible from the published 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.

Proposals not submitted within the deadline will be excluded.

Non-compliance with any of the requirements established in the present briefing will result in the disqualification of the Agency concerned.

Proposal submission must be divided into 3 (three) separate PDF documents (ANNEXES) detailed as follows:

DOCUMENT I. Presentation of the agency. PDF file

- ✓ **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.
- ✓ **Professional profile.** Include a description of PR projects of similar scope to demonstrate ability to execute the requested work.
- ✓ **Financial accounts** for the best of the last three years to demonstrate solvency. All competing agencies will be required to demonstrate an annual turnover of at least 12,000,000- yen int the best of the last 3 (three) years (2020,2021, 2022).

Agencies not satisfying the stipulated 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 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.

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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 (¥8,500,000-), will automatically be disqualified.**

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7. EVALUATION CRITERIA

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

EVALUATION CRITERIA	Points (Max.)
I. Total budget	Up to
	10 Points
The agency with the lowest total price, excluding taxes, will receive the highest score of the item, and the rest will obtain the proportional score. 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.	
II. Professional profile assigned to the campaign	20
<i>(The proposals that do not receive at least 10 points in this section will be automatically excluded)</i>	
Years/months of experience over and above the stipulated minimum will be considered. Specifically: - Team Leader: having more than the minimum of 3 years of verifiable experience in Japanese food sector, based in Japan. 3 points per additional year, up to maximum of 15 points.	15
-Assistant: having 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 year, up to maximum of 5 points.	5

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III. Technical Proposal: Strategy and content of the proposal designed to deliver the additional activities for Spanish White Pork Campaign	Up to 70 points
<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> <ul style="list-style-type: none">- Degree of accuracy of the Proposal to the strategy and agency's responsibilities established in this Request for Proposal. The analysis will be based on the proposed program and its feasibility.-Presentation of a detailed plan and a logical timeline of activities. The plan should be detail how tasks will be organized. The agency must indicate which tasks will be fulfilled by third party providers.- Width of the activities proposed, objective public that could be reached by the activities, impact on consumers and brand image.- Complementarity of the pork -of-Spain campaign. ICEX will evaluate whether the proposal complements and further strengthens the impact of the Spanish Pork campaign, including the Yamanote Line Jack ad campaign scheduled for October.	<p>15</p> <p>15</p> <p>15</p> <p>15</p>
Creativity and innovation of the proposal	10

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.

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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.

8. 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.

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9. **TERM**

The described services in the contract will run from the date the agreement is signed by both parties until 31st December 2023. The contract is expected to be signed in July 2023. Once it expires, this contract will not be extended.

10. **INVOICING AND PAYMENTS**

A payment schedule will be agreed. However, the payments will be made after the completion of each of the activities described, on the delivery of partial reports with graphic support.

Invoices should be addressed to:

EMBASSY OF SPAIN, ECONOMIC AND COMMERCIAL OFFICE – ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E. (Q2891001F)

And dispatched to:

Economic & Commercial Office, Embassy of Spain in Tokyo-Icex
3rd Floor 1-3-29, Roppongi, Minato-ku
106-0032, Tokyo

The Agency invoice will contain the following elements:

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

Regarding to the consumption tax, please treat the amount more than 40,000 yen as duty free for foreign diplomatic establishments. The agency will need to apply to the Ministry of Foreign Affairs for a designated tax-exempt store. However, if you have already completed this procedure when dealing with other embassies, you do not need to apply again. The client will send you a duty-free purchase list by mail after payment.

- 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.

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- 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 after each activity finishes. Payment will be made within maximum of 45 days of the invoice receipt.

11. 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.

12. 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

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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.

13. 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.

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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.

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

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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".

Tokyo, 10th July 2023

ICEX Board of Directors

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

Fernando Hernández Jimenez-Casquet

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14



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