

**ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.**  
ECONOMIC & COMMERCIAL OFFICE OF SPAIN IN  
DÜSSELDORF

Dirección: Jägerhofstr. 32

E-mail: [tenders@icex.es](mailto:tenders@icex.es)

Date: 25 February 2026

**REQUEST FOR PROPOSALS**

**Submission:** [tenders@icex.es](mailto:tenders@icex.es)

**Closing:** **11 March 2026 15:00 CET**

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Economic & Commercial Office of Spain in Düsseldorf
Contract number	X027-06-2026
Proposal's request	The object of this contract is the provision of integrated communication, public relations, and promotional services in Germany for a temporary cultural and architectural installation organized by ICEX at Instituto Cervantes Frankfurt. The contract includes the design, planning, implementation, monitoring, and evaluation of communication actions, as well as the organization and execution of the inaugural event and up to seven additional complementary cultural activities, aiming to maximize visibility, media coverage, and audience engagement throughout the exhibition period.
Timing, dates and number possible of renewals	Signed date until 30 June 2026, with no possibility of extension
Max. budget for contract excluding renewals	five hundred fifty thousand (550.000 €), <b>tax excluded</b>
Contract value including renewals	five hundred fifty thousand (550.000 €), Total term, <b>tax excluded</b>
Qualifying prerequisites	<ul style="list-style-type: none"> <li>- <b>Financial solvency:</b> financial accounts for the best of the last three (3) years and minimum of 500.000 euros.</li> <li>- <b>Technical solvency:</b> proven track record in related to architecture, design, and the creative industries during the past three (3) years.</li> <li>- <b>Team requirements:</b> a minimum of three (3) staff members and a designated primary contact person</li> </ul>
Points to be assigned based on evaluation of your proposal	Price (30), Team (10) and Technical (60)
Documents to be submitted separately, which together are the proposal	<ul style="list-style-type: none"> <li>- <b>The proposal:</b> Consists of <b>three (3) separate submissions</b> that all together represent the proposal. Each individual submission needs to be emailed to this address only: <a href="mailto:tenders@icex.es">tenders@icex.es</a> by <b>11 March 2026 15:00 CET</b>. All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.</li> <li>- <b>The three submissions:</b> <ol style="list-style-type: none"> <li>1. Document 1: Documentation demonstrating qualifying prerequisites, and administrative requisites.</li> <li>2. Document 2: Technical offer (the work proposal / scope of work/)</li> <li>3. Document 3: Financial offer (price) and Team</li> <li>4. Plus, documentation evidencing beneficial ownership (projects financed by the Recovery, Transformation and Resilience Plan -UE Funds-). Annex V.</li> </ol> </li> </ul>
Contact for questions	Only written questions by email before <b>9 March 2026 at 10:00 CET</b> to <a href="mailto:tenders@icex.es">tenders@icex.es</a>

**ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX)**, represented by the Economic & Commercial Office of Spain in Düsseldorf, invites companies to submit proposals for the provision of communication, public relations, and dissemination services in Germany for a temporary cultural and architectural installation organized by ICEX at Instituto Cervantes Frankfurt (Germany). The project is part of the Frankfurt region's World Design Capital 2026 program and commemorates the centenary of Antoni Gaudí's death.

The contract shall cover the design, planning, implementation, monitoring, and evaluation of all communication and promotional activities, including the organization and execution of the inaugural event and the additional complementary cultural activities, to ensure effective promotion, visibility, and audience engagement of the project throughout the exhibition period.

**ICEX** ([www.icex.es](http://www.icex.es)) is a Spanish public organization, established in 1982, whose main purpose it to promote the internationalization of the Spanish economy. ICEX depends on the Ministry of Economy, Commerce and Business of the Government of Spain ([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.

## **1. PROJECT DESCRIPTION**

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### **1.1. Object of the contract**

The object of this contract is threefold and consists of:

- **(A) The provision of integrated communication, public relations and dissemination services (until 30 June 2026); and**
- **(B) The organization and execution of complementary cultural and promotional activities (until 30 June 2026),**
- **(C)\* The maintenance of the communication and media plan (from 1 July until 30 November 2026,**

*\*subject to the availability of the Instituto Cervantes Frankfurt to host the installation. This includes monitoring, reporting, content updates, media coordination, and ongoing visibility actions.*

in connection with a temporary cultural, architectural and design focused installation to be hosted at Instituto Cervantes Frankfurt (Germany).

The installation forms part of the [World Design Capital Frankfurt 2026](#) programme and is conceptually aligned with the commemoration of the centenary of the death of [Antoni Gaudí](#), highlighting Spanish construction materials within a contemporary cultural and architectural framework.

The overall objective of the contract is to ensure **maximum visibility, public engagement and media impact** of the project among professional, institutional and general audiences in Germany and internationally.

The installation and its associated activities aim to position Spain's creative industries as a benchmark for quality, innovation and design within an international cultural and architectural context. The proposal should take into account that each activity, as well as the installation itself, is supported by individual Spanish brands, whose visibility and recognition must be appropriately integrated and clearly reflected across all communication, public relations and dissemination actions.

### **(A) Communication, Public Relations and Dissemination for the Cultural Installation**

Provision of comprehensive communication, public relations and dissemination services for the **promotion of the temporary cultural installation** in Frankfurt, Germany. These services aim to position the installation as a relevant cultural and design project within the World Design Capital Frankfurt 2026 context, ensuring broad visibility and media coverage across traditional, digital and social media channels, and reaching a wide and diverse audience, including design and architecture professionals, cultural institutions, specialized media and the general public. The communication campaign may be developed under the motto “**Spain at WDC by ICEX**”, allowing for a cohesive thematic approach that reinforces the Spanish creative industries' presence and highlights their innovation, craftsmanship, and technical excellence within the international design context.

### **(B) Organization and Execution of Promotional Activities at the ephemeral installation**

Design, organization, production and execution of a maximum of **ten (10) promotional and cultural activities**, intended to reinforce the cultural, professional and media impact of the installation.

The selected agency will be responsible for the development, overall coordination and full technical production of the following ten (10) events:

- **One (1) inaugural event** marking the official opening of the installation on **29 April 2026**, featuring live music and dance performances. This event shall serve as the institutional and media launch of the programme, ensuring high-level attendance and visibility.
- **One (1) Exhibition -LIMINAL FIELD\_FFM – Making of & Highlights:** An exhibition (set up at the foyer of Instituto Cervantes, see *Annex I- space of Instituto Cervantes*) showcasing the highlights of the *Liminal Fields* installation and its creative and production process, to be located in the hall of Instituto Cervantes. The exhibition shall communicate the conceptual framework, technical development and multidisciplinary approach behind the installation.
- **One (1) Footwear Exhibition:** A footwear exhibition to be held in the auditorium, with an approximate duration of one week and including one dedicated event day (e.g. professional presentation, media event or networking session). The activity shall highlight innovation, craftsmanship and export potential within the Spanish footwear sector.
- **One (1) Habitat & Furniture Exhibition + Networking Event:** A habitat and furniture exhibition combined with a one-day professional networking event. This activity shall promote Spanish industrial design, materials innovation and interior design excellence, facilitating B2B connections and professional exchange.
- **One (1) Corporate Partners & Material Contributors Networking Event:** A professional event focused on Spanish construction materials, featuring a presentation by José Ramón Tramoyeres and the Spanish companies contributing materials to the installation *LIMINAL FIELD\_FFM*. This activity shall include a guided tour of the

exhibition and installation, targeting architects, interior designers, and specialized press.

- **Four (4) Concerts by Spanish Bands**, programmed throughout the exhibition period to ensure sustained audience engagement, media visibility and cultural activation of the space.

The activities shall complement the main installation and contribute to a **multidisciplinary cultural experience**, strengthening audience engagement, professional networking and media visibility throughout the exhibition period.

The installation and its associated activities aim to position the Spanish creative industries as a leading global benchmark for innovation, craftsmanship, and technical excellence. By leveraging the intersection of culture and commerce, the project serves as a strategic platform to showcase the competitive strength of Spanish design and manufacturing sectors.

These activities should be designed as strategic "brand activations" that go beyond mere entertainment, fostering professional networking and strengthening the commercial prestige of the "Made in Spain" seal within the German market.

*Note: The following documents are attached to this briefing:*

- **Annex I** – **Venue**: Description of the space where the installation and exhibition will take place, including the different areas of the Instituto Cervantes (foyer, hall, rooms, etc.).
- **Annex II** – **Installation Details**: Conceptual description of the installation, together with the available technical information and specifications.

### **(C) Maintenance of Communication and Media Plan (from 1 July to 30 November 2026)**

The selected agency shall be responsible for the ongoing maintenance, management, and execution of the communication and media plan related to the temporary installation, for the period following 1 July to 30 November 2026. This maintenance shall focus exclusively on the continued visibility and media impact of the project, ensuring consistent promotion across traditional, digital, and social media channels, and monitoring audience engagement, press coverage, and ongoing interactions with stakeholders.

#### **1.2. Nature, Location and duration of the contract**

This contract is a **service contract** for the provision of integrated communication, public relations, and promotional services, including the organization and execution of cultural activities. It is of a temporary and non-employment nature.

The communication, promotional, and cultural activities covered by this contract, shall take place at [Instituto Cervantes Frankfurt](#)<sup>1</sup>, located at *Staufenstraße 1, 60323 Frankfurt am Main*,

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<sup>1</sup> The Instituto Cervantes is Spain's official public institution dedicated to promoting the Spanish language and the cultures of Spain worldwide. It operates in a similar capacity to the Goethe-Institut of Germany, serving as Spain's international cultural network through educational, cultural, and diplomatic programming. [Start. Instituto Cervantes Frankfurt](#)

Germany, and shall be carried out in coordination with the host Spanish institution (Instituto Cervantes) and the contracting authority (ICEX).

The duration of the contract shall run from the date of signature until 30 June 2026, with the possibility to continue the contract until 30 November 2026, subject to the availability of the installation.

### 1.3. Target Audience and Stakeholders

Target Audience	Stakeholders
<p>The activities covered by this contract are directed towards German and international audiences with an interest in design, architecture, and culture, including:</p>	<p>The agency shall coordinate with the following stakeholders throughout the execution of the project:</p>
<ul style="list-style-type: none"> <li>• Architects, designers, and urban planners</li> <li>• Cultural influencers and curators</li> <li>• Specialized media in architecture, design, fashion, music, film, and cultural sectors</li> <li>• Visitors and the general international audience</li> </ul>	<ul style="list-style-type: none"> <li>• ICEX, represented by the Economic &amp; Commercial Office in Düsseldorf (contracting authority)</li> <li>• Instituto Cervantes Frankfurt (host institution)</li> <li>• World Design Capital Frankfurt 2026 organizers</li> <li>• Cultural institutions and organizations in architecture, design, fashion, music, film, and creative industries</li> <li>• Media representatives (press, online media, bloggers)</li> <li>• Professional associations, networks, and cultural influencers</li> </ul>

## 2. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

The company will be in charge of:

### 2.1. Description of Agency's Services (Included in the Budget):

The selected agency will be responsible for providing all services required to achieve the objectives of this contract. The description of services shall be organized according to the three (3) main focuses of the project:

#### (A) Communication, Public Relations, and Dissemination

The agency shall provide integrated communication, PR, and dissemination services to maximize the visibility, engagement, and media impact of the temporary installation at Instituto Cervantes Frankfurt. The scope of services shall include, but is not limited to:

##### 1. Strategic Communication Planning

- Develop a comprehensive communication strategy aligned with the project's cultural, architectural, and design objectives, adapted to both the German and international context.
- Use the temporary installation to reinforce the image of the Spanish construction materials industry

- Identify target audiences, including international media, architecture and design professionals, cultural influencers, and the general public.
- Define key messages, channels, and timing of communication activities for maximum impact.

## 2. Media Relations and Outreach

- Prepare and distribute press releases, media kits, and briefing materials.
- Coordinate interviews, press visits, and media coverage in Germany and internationally.
- Establish and maintain relationships with key journalists, bloggers, and media outlets relevant to design, architecture, and cultural sectors.

## 3. Digital and Social Media Activities

- Develop and execute social media campaigns, content creation, and digital storytelling to promote the installation.

### ***Dedicated Microsite for the exhibition,***

- Narrative of the installation*
- Information on the inaugural and satellite activities (dates, schedules, RSVP, etc.)*
- Multimedia content (photos, videos, interactive elements)*
- Resources for media and press*
- Integration with social media channels and WDC Frankfurt*

## 4. Event and On-Site Communication Support

- Support the opening event, guided tours, and other activities at the installation.
- Coordinate on-site branding, signage, and promotional materials.
- Ensure a consistent visual and narrative identity across all touchpoints.
- Design, produce, and coordinate promotional materials and merchandising (e.g., printed materials, branded giveaways), subject to prior approval by ICEX, aimed at enhancing visibility, audience engagement, and brand recognition. These materials shall also highlight the collaboration of Spanish construction material providers of the installation.

## 5. Monitoring, Reporting, and Evaluation

- Track media coverage, social media engagement, and public visibility.
- Recommend adjustments and improvements to maximize impact during the exhibition period.

## 6. Coordination

- Act as the main point of contact between the Economic & Commercial Office in Düsseldorf and other relevant stakeholders.
- Coordinate with cultural partners, design institutions, and other participants in the World Design Capital Frankfurt 2026 program.

## **(B) Organization and Execution of Promotional Activities**

The agency shall be responsible for the comprehensive design, planning, production, execution and coordination of ten (10) promotional and cultural activities linked to the installation, ensuring full technical production and professional delivery.

The services included in the budget shall comprise, but not be limited to, the following:

- **Inaugural Event (29 of April 2026)**

The agency will manage all aspects of the inaugural event, including invitations, guest lists, and accreditation for VIPs, stakeholders, media, and influencers, with a focus on specialized Spanish and German press and institutional representatives linked to World Design Capital and the city's cultural ecosystem. The event will feature a live performance by a Spanish artist selected by ICEX, accompanied by a pianist. The agency will contract and remunerate the artists (approximate artistic fee: €10,000, including travel and accommodation), provide and coordinate all technical requirements, such as professional sound and lighting, stage setup, backline, and a grand piano with tuning — manage venue logistics, seating, and event flow, and ensure on-site technical staff, setup, operation, and dismantling for a seamless and professional execution.

- **Cross-Cutting Services Included for All Events**

For all ten (10) activities, including the Opening Event, the agency shall provide:

- Full event production and logistics management.
- Technical production, including sound, lighting, stage equipment, and backline where required.
- Compliance with all technical riders.
- Setup, technical operation, and dismantling of all equipment.
- Qualified technical and coordination staff, and on-site event management with troubleshooting.
- Facilitation of audience engagement and networking opportunities.
- Media coordination support in collaboration with the Spanish Economic and Commercial Office in Düsseldorf.
- Monitoring of attendance and media impact.
- Post-event reporting, including KPIs and recommendations.

*The Spanish Economic and Commercial Office in Düsseldorf will support the agency in contacting and coordinating Spanish stakeholders and participants involved in the programme.*

### ***Budget Note – Concert Series***

*For the four (4) concerts in the “Sounds from Spain” series, an approximate budget of €10,000 per concert is considered for artist fees (caché), subject to final agreements with the selected performers.*

- **Audience Engagement and Networking**

- Facilitate opportunities for professional networking, cultural exchange, and interaction with stakeholders and visitors.

- Support promotional and educational components of each activity to maximize cultural and media impact.
  - The Spanish Economic and Commercial Office in Düsseldorf will assist in contacting and coordinating the Spanish participants and stakeholders involved in the activities designed as part of the programme, including those previously identified or engaged by the agency.
- **Monitoring, Reporting, and Evaluation**
    - Track attendance, audience engagement, and media coverage for each activity.
    - Provide post-event reports with recommendations to optimize outcomes for future activities.

### **(C) Maintenance of Communication and Media Plan (from 1 July until 30 November 2026)**

The services included under this focus shall cover, but are not limited to:

- Continuous monitoring and reporting of media coverage and social media engagement.
- Updating content and messaging on digital platforms, including the dedicated microsite and social media channels.
- Coordination with media contacts, influencers, and stakeholders to maintain visibility.
- Adjustments and recommendations to optimize communication impact during the extended period.
- Preparation of post-extension reporting, including KPIs and lessons learned.

***All costs related to the activities, including professional fees and travel expenses, shall be included in the budget. The contractor shall provide a detailed budget for each block (A, B & C) within Scope B, specifying all anticipated costs, resources, and staffing required to deliver the services as proposed. This includes, but is not limited to, artist fees, technical production, venue rentals, catering, logistics, and any additional operational costs necessary to successfully execute each event.***

The following are not included in the agency's services: **The agency will not be responsible for any logistics or organizational aspects related to the temporary installation**, including its setup, maintenance, or dismantling.

- 2.2.** Bids that do not include all the activities / tasks requested in the briefing will be automatically excluded.

### **3. TERM AND DURATION OF THE AGREEMENT**

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- 3.1. Term.** The services described in the contract will run from the date the agreement is signed by both parties until **30 June 2026**. ICEX hereby reserves the right to extend the Agreement with the successful bidder for an additional period of **five (5) months**, until **30 November 2026**, without the need to convene a new tender. Such period may be considered subject to the duration of the installation and the availability of additional funds, and provided that both contracting parties expressly agree to continue the contract in accordance with the contractual provisions.

This maintenance shall not include the organization or production of additional events or activities unless expressly agreed in writing through a corresponding contractual amendment. No price revisions shall be permitted during this period.

## 4. BUDGET

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**4.1. Maximum Budget (all tax excluded):** the maximum budget for the execution of the project will be **five hundred fifty thousand (550.000 €)**. Bids will be made in **euros excluding taxes**.

However, the bidders must specify in their bids, as an independent item, the prices offered for the services A, B & C, and also the taxes that will be applicable, if any.

**4.2. Estimated contract value:** The estimated total contract includes the value of the contract and the value of its possible extensions of its modifications, excluding any applicable taxes. According to the latter, the total estimated total contract value of this contract is a maximum of **five hundred fifty thousand (550.000 €)** excluding taxes, which includes the following maximum amounts:

- **(A & B) Main contract maximum budget: Five hundred thousand euros (500.000 €)** excluding taxes. Any bid exceeding this amount shall be automatically excluded.
- **(C) Maintenance Communication Plan until 30 November 2026, estimated budget: Fifty thousand euros (50.000 €)** excluding taxes subject to the duration of the installation and the availability. Any bid exceeding this amount shall be automatically excluded.

Should any of the planned activities not be carried out, the budget allocated to the respective activities/ies will be deducted from the overall budget.

## 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 Düsseldorf.

**5.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is **euro**. Any currency exchange costs will be borne by the bidder.

Services provided by Germany-based Agencies are subject to the reverse charge and will not attract VAT, provided that our EEC VAT-exemption reference number (ESQ-2891001F) is quoted on their invoices. It falls under the B2B rule for supplies of services that states the supply is made where the customer belongs. ICEX España Exportación e Inversiones, E.P.E. belongs to Spain, which is outside the scope of Germany VAT.

**5.3. Payment schedule.** ICEX will ensure that payments are made as follows:

- An amount equivalent to **20% of the total financial proposal** shall be paid upon - submission of the corresponding invoice and delivery of the **communication plan**. This payment is intended to cover project initiation and preparation activities.

- The remaining amount shall be paid progressively, in accordance with the amounts allocated to each activity in the approved financial proposal.
- The price offered to the maintenance communication plan services shall be paid monthly after the conclusion of each month.

For each activity, the Contractor shall issue an invoice for the specific amount assigned to that activity in the financial proposal. Payment shall be made upon completion of the activity and its formal validation by ICEX. Such validation shall be based on the satisfactory delivery of the corresponding outputs and compliance with the technical specifications defined in the tender documents.

Each payment shall be conditional upon the proper execution of the relevant activity and its formal acceptance by ICEX.

The remaining balance of the contract, if any, shall be paid no later than the end of the duration of the contract upon final acceptance of all deliverables and the formal closure of the project.

**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: ES-Q2891001F

But **dispatched to:**

**Spanish Economic and Commercial Office**  
*Industrial Sector*  
Jägerhofstr. 32  
40479 Düsseldorf (Germany)

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

## **6. REQUIREMENTS**

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**6.1 Financial solvency requirements.** All competing companies will be required to provide a solvency report including financial accounts for the last three (3) years. The minimum turnover requirement is **500.000 euros**, on the best of the past three (3) years.

**6.2 Technical solvency requirements.** The company must have a strong and proven track record in cultural communication, public relations, and the organization of events related to architecture, design, and the creative industries. The technical solvency of the company shall be demonstrated by submitting similar activities carried out during the past three (3) years in Germany.

**6.3 Team requirements.** The role of each team member assigned to this project shall be specified in the tender. In addition, their curriculum vitae (anonymized) must be included in the proposal (Annex IV). The company 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, represented by the Economic and Commercial Office.

A minimum of three (3) staff members assigned to this project is expected.

The Agency shall detail in its proposal the role of each team member assigned to the various activities of the campaign programme. In addition, their detailed CVs shall be included.

- One (1) Team Leader: The Agency shall appoint a Team Leader responsible for the overall planning, coordination, and management the communication, PR, and promotional activities for the installation and associated events. This member must have at least five (5) years of verifiable experience in cultural communication, public relations, or event management.
- Two (2) Team Technicians: The Agency shall appoint two Team Technicians, one for the communication, public relations and dissemination services (main focus A) and the second technician for the organization and execution of the promotional activities (main focus B). Each member must have at least two (2) years of proven experience in the fields related to the focus appointed.
- One (1) Contact Person: The Agency shall appoint a single contact person, who may be either the Team Leader, the Team Technicians, or a fourth member. The contact person must be informed of all aspects of the project, including administrative and contractual matters, and shall communicate directly with ICEX. This member must have at least two (2) years of proven experience in managing projects of the same or similar cultural and communication nature.

The company will notify the Economic and Commercial Office of any changes to the team that may have an impact on the development of the project. Any member leaving the team will have to be replaced with a person that meets the requirements of this briefing. The individual appointed to replace the departing team member must possess experience equivalent to, or greater than, that of the member being replaced, such that the newly appointed member would have obtained the same score as the departing member.

The company team will regularly hold meetings with the team of the Economic and Commercial Office in Düsseldorf to monitor the development of the project. These meetings can be held via videoconference.

**6.4 Assignment.** The assignment of the contract is not allowed.

## 7. EVALUATION CRITERIA

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

EVALUATION CRITERIA		Scores (Max.)
<b>I. Price competitiveness of the tender (to be included in Document 3)</b>		<b>30</b>
<p>The offer with the lowest budget 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.</p> <ul style="list-style-type: none"> <li>Financial Proposals that exceed the maximum available contract budget will not be considered.</li> </ul>		
<b>II. Technical Proposal (to be included in Document 2)</b>		<b>60</b>
<ul style="list-style-type: none"> <li>ICEX will assess the quality of the proposed plan and the extent to which it satisfies most efficiently the objectives of the events, assigning points to each of the components of the Technical Proposal, as described below.</li> </ul> <p><b><u>Technical Proposals that do not receive at least 30 points in this section will be automatically excluded.</u></b></p>		
<i>Aspects to be Assessed</i>	<i>Evaluation Elements</i>	<i>Maximum Score</i>
<b>A) Communication, Public Relations, and Dissemination</b>		<b>30</b>
<b>A.1 Communication Strategy</b>	Clarity, coherence, and alignment with the cultural, architectural, and design objectives of the installation. Incorporate Spanish construction materials into the overall communication strategy in a coherent manner. Evaluate whether the proposal identifies: target audiences (professional, institutional, and general public), key messages, communication channels, timeline of activities, and integration with digital platforms including microsite and social media campaigns.	15
<b>A.2 Media and PR Plan</b>	Coverage proposed for specialized and general media, including German and international press. Evaluate diversification, relevance and the plan's ability to maximize visibility and media impact.	10
<b>A.3 Monitoring and Evaluation</b>	Inclusion of KPIs, methodologies for tracking, reporting, and adjustments. Evaluate the ability to measure impact of both communication and PR activities, digital engagement, and overall project visibility and adapt the strategy in real time.	5
<b>B) Organization and Execution of Promotional Activities</b>		<b>30</b>
<b>B.1 Event Planning and Management</b>	Coherence and feasibility of the plan for the inaugural and sector-focused activities, including scheduling, logistics, coordination with stakeholders (ICEX, Instituto Cervantes, WDC2026 organizers), and contracting of on-site service providers (catering, technical, security).	10
<b>B.2 Creativity and Innovation</b>	Originality and cultural relevance of the concepts for the installation and additional activities.	10

	Evaluate the use of innovative formats, storytelling, digital integration, and the capacity to generate a multidisciplinary experience.		
<b>B.3 Audience and Media Impact</b>	Estimated ability to engage target audiences, attract media coverage, and generate social and digital engagement. Evaluate whether the proposal includes clear and realistic strategies to maximize visibility and cultural impact.	10	
<b>III. Proposal (to be included in Document 3) Annex IV</b>			<b>10</b>
<b>Team Leader</b>	For having more than 5 years of verifiable experience in cultural communication, public relations, and event management: 1 point per additional year, up to a maximum of 6 points.	6	
<b>Team Technicians</b>	For having more than 2 years of verifiable experience in cultural projects, communication, or events related to architecture, design, or creative industries: 1 point per additional year, up to a maximum of 4 points.	4	
<b>TOTAL</b>			<b>100</b>

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

0% of allocated points	Not enough information
25% of allocated points	Almost adequate
50% of allocated points	Adequate
75% of allocated points	Very good
100% of allocated points	Excellent

## 8. CONTENTS OF PROPOSALS

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

**8.2. 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.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last three (3) years, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work were undertaken. A minimum **experience of three (3) years** in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than **500.000 euros** in the best of the last three (3) years (2025, 2024 and 2023; or 2024, 2023 and 2022 if 2025 accounts are not yet available).
- 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.

**8.3. 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:

**8.3.1. A) Communication, Public Relations, and Dissemination:** a comprehensive description of the strategic communication approach and its alignment with the project objectives, the integration of the installation within World Design Capital Frankfurt 2026 and the Gaudí centenary, the identification of target audiences, and the key messages, narrative, channels, and timeline; a complete media relations and PR plan detailing actions at local, national, and international levels, the use of press tools, and the bidder's knowledge of the cultural and design media ecosystem; a digital communication and content strategy (Microsite) covering platforms, formats, digital storytelling, and monitoring systems; an event communication and on-site execution plan addressing the inauguration event, operational coordination, ancillary services, and the concept and implementation of the satellite activities, together with the resources allocated; a project management and coordination plan specifying the structure, workflow, stakeholder engagement, and mechanisms for coordination with ICEX, the Economic & Commercial Office in Düsseldorf, Instituto Cervantes Frankfurt, and WDC2026 organizers; and finally, a monitoring, evaluation, and reporting framework including indicators, methodologies, and procedures for corrective actions during implementation.

In order to facilitate the understanding and assessing of the technical proposal, we suggest bidders to organize the proposal document following the structure of technical proposal criteria II.A (Communication Strategy, Media and PR Plan, and Monitoring and Evaluation) in accordance with the provisions set out in Section 7.1 above, notwithstanding that other issues of value will be included.

**8.3.2. B) Organization and Execution of Promotional Activities:** The proposal shall describe the planning, organization, and implementation of the ten (10) activities to maximize the cultural, professional, and media impact of the installation. The following elements must be addressed:

- **One (1) Inaugural Event**
  - Concept, format, operational plan, and allocated resources.
  - Coordination of logistics, on-site branding, audiovisuals, and ancillary services.
- **Exhibition and Activities (described in 1.1. B)**
  - Concept and sector focus (e.g., design, architecture, fashion, music, film, or creative industries).
  - Integration with the main installation and contribution to a multidisciplinary cultural experience.
  - Operational plan, coordination, and resource allocation.
- **Audience Engagement and Media Impact**
  - Strategies to maximize participation, networking, and media coverage.
  - Integration of digital and on-site engagement actions.
- **Monitoring, Evaluation, and Reporting**
  - Metrics to track attendance, engagement, and visibility.
  - Procedures for adapting activities to optimize results during the exhibition period.

In order to facilitate the understanding and assessing of the technical proposal, we suggest bidders to organize the proposal document following the structure of technical proposal criteria II.B ((Event Planning and Management, Creativity and Innovation, and Audience and Media Impact) in accordance with the provisions set out in Section 7.1 above, notwithstanding that other issues of value will be included.

The bidder shall propose a budget for this **A) Communication, Public Relations, and Dissemination and B) Organization and Execution of Promotional Activities**, not to exceed fifty hundred thousand euros (€500,000), VAT excluded.

**8.3.3. C) Maintenance of Communication and Media Plan until 30 November 2026:**

The proposal shall describe the ongoing maintenance, management, and execution of the communication and media plan for the period following the initial contract, until 30 November 2026. This maintenance is intended to ensure the continued visibility and media impact of the installation, subject to the availability of the Instituto Cervantes Frankfurt to host the installation until that date.

The following elements must be addressed:

- **Scope of Services**
  - Continuous monitoring and reporting of media coverage, social media metrics, and public engagement.
  - Updates and optimization of content on the dedicated microsite and social media channels.
  - Coordination with media contacts, influencers, and stakeholders to maintain visibility.
  - Recommendations and adjustments to communication actions to maximize impact during the extension period.
- **Budget**
  - The bidder shall propose a budget for this maintenance phase, not to exceed fifty thousand euros (€50,000), VAT excluded.
  - The budget is allocated exclusively to the maintenance of the communication and media plan.
  - The maintenance does not include the organization or production of additional events or activities, unless expressly agreed in writing through a contractual amendment.
- **Proposal Presentation**
  - The bidder shall organize this section in alignment with the technical proposal criteria II.C (Maintenance of Communication and Media Plan), providing sufficient detail for ICEX to assess the quality, feasibility, and completeness of the proposed maintenance plan.
  - The bidder shall clearly indicate the cost breakdown per service or activity within this maintenance plan.

**8.4. Document 3: Financial proposal and Team (MS Excel file).** All competing companies must present a financial proposal, including a detailed budget for the project and its breakdown for each area of activity. The contractor shall include a **detailed budget for each block (A, B & C)**, specifying all anticipated costs, resources, and staffing required to deliver the services as proposed.

An official financial proposal template (**Annex III**) in MS Excel format is attached to this briefing. All competing companies must use Annex III when submitting their financial proposal, ensuring that it is duly completed and adapted to their offer.

All competing companies must present a detailed work proposal, that includes the technical proposal including improvements and team assigned to the project, along with an indication of each person's role and detailed CVs (using the anonymized CV template included in **Annex IV**).

**The price contained in the economic offer must ONLY be included in Document 3. Shall it be included in Documents 1 or 2; the offer would be excluded from the tender. Proposals exceeding the maximum available budget of 550.000 EUR, excluding taxes, will not be considered.**

ICEX is a Spanish institution based in Spain for all purposes.

**8.4.1. 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.

**8.4.2. Currency.** The proposal will be drafted in **euros**.

**8.5. UE FUNDS. 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 V**.

Failure on the part of the tendering companies to submit 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.

## **9. SUBMISSION OF PROPOSALS**

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

**9.2. 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 **11 March 2026 15:00 CET**. Proposals not submitted within the deadline will be automatically excluded.

- 9.2.1. 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).
- 9.2.2. 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.
- 9.2.3. Language.** The proposal will be drafted and presented in English.
- 9.2.4. 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.
- 9.3. 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.
- 9.4. 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.
- 9.5. 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.
- 9.6. Assessment of proposals.** After verifying the beneficial owner document, 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 and Team) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.
- 9.7. Selection of company.** A decision will be made as soon as possible from the published proposal due date. The decision will be notified via e-mail to all competing companies, in order to enable the selected company to begin work promptly.
- 9.8. Contact person.** Questions related to this briefing might be addressed in written form until **9 March 2026 at 10:00 CET** only through the e-mail [tenders@icex.es](mailto:tenders@icex.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.

## 10. PROCUREMENT BOARD

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- 10.1.** Appointed members of the Procurement Board for purposes of this tender will be:

<b>President</b>	<b>José María Cases</b>	<b>Head of the Capital Goods Department at ICEX, Economic and Commercial Office of Spain in Düsseldorf</b>
<b>Substitute</b>	<b>Manuel Uzcanga</b>	<b>Head of the Agri-food Department at ICEX, Economic and Commercial Office of Spain in Düsseldorf</b>

<b>Member</b>	<b>Eva Pulido Rodriguez</b>	<b>Creative Industries Deputy Director. ICEX Headquarters</b>
<b>Substitute</b>	<b>Susana Velilla</b>	<b>Head of the Fashion Department at ICEX, Economic and Commercial Office of Spain in Düsseldorf</b>
<b>Member</b>	<b>Raul Saez</b>	<b>Deputy Head of Department at ICEX, Economic and Commercial Office of Spain in Düsseldorf</b>
<b>Substitute</b>	<b>Antonio Martínez</b>	<b>Head of the Habitat Department at ICEX, Economic and Commercial Office of Spain in Düsseldorf</b>
<b>Member</b>	<b>Carolina Fernández</b>	<b>Sector Manager at ICEX, Department for Construction and Tourism Solutions</b>
<b>Substitute</b>	<b>Paula Cantero</b>	<b>Sector Manager at ICEX, Department for Construction and Tourism Solutions</b>
<b>Secretary</b>	<b>Pedro Patiño</b>	<b>Deputy Director of Procurement at ICEX</b>
<b>Substitute</b>	<b>Isabel Arias</b>	<b>Procurement Officer at ICEX</b>

In Düsseldorf, on the date recorded in the electronic signature

**ICEX's Board of Directors**  
**By Delegation (Resolution of 5 March 2025**  
**BOE [Official State Gazette] nº. 67 of 19 March 2025**

**Manuel Ledesma Sánchez**  
**Chief Economic and Commercial Counsellor**  
Economic and Commercial Office of Spain in Düsseldorf

The referenced annexes

- Annex I- Venue: Description of the space where the installation and exhibition will take place, including the different areas of the Instituto Cervantes (foyer, hall, rooms, etc.).
- Annex II- Installation Details: Conceptual description of the installation, together with the available technical information and specifications.
- Annex III: Financial Proposal Template: Official MS Excel template to be used by all competing companies for submitting their financial proposals, including a detailed budget for each block (A and B), with costs, resources, and staffing clearly specified. The template ensures consistent formatting and facilitates efficient comparison of all offers.
- Anexo IV- Team CV Anonymized: Official MS Excel template to be used by all competing companies to submit their Team Members proposal.
- Anexo V- Beneficial Ownership. REQUEST FOR INFORMATION ON BENEFICIAL OWNERSHIP
- Annex VI- Multiple declaration of the awardee of the contract financed by the recovery, transformation and resilience plan

## ADMINISTRATIVE CLAUSES

### 1. FINANCIAL PROPOSAL CALIFICATIONS

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**Disproportionate or anomalous bid.** 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, ICEX 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 social criteria stated below, in order and referred to at the end of the deadline for submission of proposals. The supporting documentation for the tiebreaker criteria referred to in this clause will be provided by the bidders at the time the tie occurs, and not previously.

- 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, to the largest number of permanent workers with disabilities in the workforce, or the largest number of workers in inclusion in the workforce.
- Lower percentage of temporary contracts in the workforce of each of the companies.
- Higher percentage of women employed in the workforce of each of the companies.
- The draw, if the application of the above criteria had not resulted in a tiebreaker.

### 2. OBLIGATIONS

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a. **Technical Quality.** The company awardee 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 awardee 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.
- b. **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.
- i. All materials produced are the property of ICEX, including any intellectual property, printed materials, photography, website, videos and other offline and online publications.
  - ii. The company awardee 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.
  - iii. 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.
- c. **Confidentiality.** The company awardee 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.
- i. 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.
  - ii. 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.
  - iii. 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.

### 3. CANCELLATIONS

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- a. **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 ICEX, 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.
- b. **Cancellation, postponement or modifications of actions.**
  - i. **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.
  - ii. **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.
  - iii. **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.

### 4. 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.

### 5. DATA PROTECTION

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The parties hereby undertake to respect the current regulations on data protection (General Data Protection Regulation 679/2016 and Organic Law 3/2018 on Data Protection and guarantee of digital rights). The personal data of the contacts of both parties, including data related to the signatories of the agreement and related to the personnel of the Parties that must necessarily be contacted, will be processed by each of the Parties for the purpose of managing the relationship based on the execution of the contract that legitimizes the processing. The retention period for this data will be the duration of the contractual relationship and as long as they are necessary, or responsibilities may arise in accordance with the applicable regulations or as required by the authorities.

The affected interested parties may exercise their rights of access, rectification, deletion, opposition, limitation of processing, portability by contacting Parties. In case you consider

that your data protection rights have been violated, you can contact the Authority on Data Protection.

## 6. EUROPEAN FUNDING

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**Recovery, Transformation and Resilience Plan (PRTR)** The present file, promoted by ICEX Spain Trade and Investment, E.P.E. (“ICEX”), aligns with the priorities of national and European economic policies aimed at revitalizing and modernizing the productive fabric. It is part of the Recovery, Transformation and Resilience Plan (PRTR), financed by the European Union through the Next Generation EU Fund.

The modification of the PRTR through the DANA Addendum, approved by the Council of Ministers by Resolution of September 16th, 2025, and published in the Official State Gazette (BOE) on September 17th, 2025, is not merely a support measure for recovery and resilience in response to natural disasters. It represents a commitment to revitalizing and modernizing the productive fabric, while strengthening the country’s capacity to respond to increasingly frequent external shocks, whether natural disasters linked to climate change or economic disruptions arising from international circumstances, such as sudden changes in tariff policies.

Additionally, this Component 32 is supported by the Council Implementing Decision amending the Implementing Decision of July 13, 2021, regarding the approval of the evaluation of Spain’s Recovery and Resilience Plan, adopted at the Economic and Financial Affairs Council of the European Union on October 10, 2025.

Within the DANA Addendum, the Recovery, Transformation and Resilience Plan includes, among other initiatives, the strategic program “Business Internationalization Programs,” linked to ICEX Spain Trade and Investment’s area of competence. The actions under this new component contribute to four of the six pillars of the Recovery and Resilience Facility:

1. A decisive contribution to the green transition
2. Support for the digital transformation of society
3. Promotion of smart, sustainable, and inclusive growth
4. Strengthening of social and territorial cohesion

The new component will finance, with Next Generation EU funds, a series of investments that can be executed before mid-2026, the deadline for the implementation of the Recovery, Transformation and Resilience Plan.

This procurement file is financed by the European Union’s Recovery and Resilience Facility, established by Council Regulation (EU) 2020/2094 of December 14 and Regulation (EU) 2021/241 of February 12, 2021, of the European Parliament and the Council, which regulate and approve the European Union Recovery Instrument to support recovery following the COVID-19 crisis, and the Recovery and Resilience Facility (RRF). Specifically, this action falls under Component 32 related to Support for Recovery and Resilience in response to natural disasters, and within it, Investment 05 on the evaluation of support programs for the internationalization of companies in territories affected by the DANA and to address the tariff crisis.

Its financing is expected to be fully covered by appropriations from service 50 “Recovery and Resilience Facility,” under the budget of the Ministry of Economy, Trade and Enterprise through corresponding capital transfers from the State Secretariat for Trade to ICEX during fiscal years 2025 and the first half of 2026.

**ANNEX I**  
**VENUE**

(A pdf document with a description of the space where the installation and exhibition will take place, including the different areas of the Instituto Cervantes (foyer, hall, rooms, etc.). has been published on the website of the Economic and Commercial Office of Spain in Düsseldorf

**ANNEX II**  
**INSTALLATION DETAILS**

(A pdf document with the Conceptual description of the installation, together with the available technical information and specifications has been published on the website of the Economic and Commercial Office of Spain in Düsseldorf)

**ANNEX III (to be included in DOCUMENT 3).**  
**FINANCIAL PROPOSAL.**

(An editable Excel document with the table has been published on the website of the Economic and Commercial Office of Spain in Düsseldorf and has been sent to the bidders so that bidders can complete it and include it in their proposals.)

**ANNEX IV (to be included in DOCUMENT 3).**  
**TEAM CV ANONYMIZED.**

(An editable Excel document with the table has been published on the website of the Economic and Commercial Office of Spain in Düsseldorf and has been sent to the bidders so that bidders can complete it and include it in their proposals.)

## ANNEX V.

### REQUEST FOR INFORMATION ON BENEFICIAL OWNERSHIP.

(To be completed, signed, and submitted in their bids by the tenderers in a separate document to be attached to the email submitting the offer)

Contract number **X027-06-2026**, the object of which is “**Communication, public relations, and promotional services in Germany for a temporary cultural and architectural installation organized by ICEX at Instituto Cervantes Frankfurt.**”

Competing Company Name: XXXXXXXX  
Headquarters (EU/non EU): XXXXXXXX  
Tax Identification Number (TIN=CA BN/TAN): XXXXXXXXX  
Country of location: XXXXXXXXXXXX  
Incorporation Date: XXXXXXXXXX  
City: XXXXXXXXXX  
Zip Code: XXXXXXXXXX

Within the framework of protecting the European Union's financial interests, and in particular Article 22 of Regulation (EU) 2021/241 of the European Parliament and of the Council of 12 February 2021 establishing the Recovery and Resilience Mechanism, the European Commission requires that the beneficial owners of the contracting or beneficiary companies under the Recovery, Transformation and Resilience Plan are identified, as defined in Article 3(6) of Directive (EU) 2015/849 of the European Parliament and of the Council.

As the information on beneficial ownership is not available in the databases held by the Spanish authorities that are being used for this purpose, it is necessary to request it directly from the competing companies.

As a **minimum**, the information to be collected on **beneficial ownership\*** shall include the following **details** of the natural person who is the beneficial owner of the competing company:

- a. Identification number (Tax ID (**SSN**) or Passport): XXXXX
- b. Country that has issued the identification number: XXXXXX
- c. Forename/First Name: XXXXXX
- d. Surname/Last Name: XXXXXXXX
- e. Second Last Name (if any): XXXXXXXX
- f. Date of birth (**DD/MM/YY**): XXXXXXXX
- g. Address: XXXXXXXX
- h. City-Country: XXXXXX
- i. Zip Code: XXXXXXXX

For this reason, we kindly ask you to send this Annex included in the Document 1 of your Proposal. In order to ensure the reliability of the data submitted and as required by the European Commission, we would be grateful if you could provide this information, also 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.

\*A beneficial owner is the natural person who ultimately controls a company or legal entity, or in whose interest a transaction or economic activity is carried out. In other words, is the person who hold control over an entity or has an economic interest in it.

According to the regulations for the prevention of money laundering, Spanish Law 10/2020, all natural persons who meet any of the following criteria are considered to be beneficial owners of an entity:

- Directly or indirectly owning more than 25% of the share capital or voting rights of the entity.
- To exercise effective control of the entity by other means, such as direct or indirect control of management or decision-making.
- Being the beneficial owner of the entity or of the economic transaction carried out.

Signer's Name:

Charge:

Date:

Sign: \_\_\_\_\_

## **ANNEX VI**

**(To be completed, signed, and submitted only by the awardee upon notice that its proposal is the one that best fits the purposes of this Request for Proposals.)**

### **MULTIPLE DECLARATION OF THE AWARDEE OF THE CONTRACT FINANCED BY THE RECOVERY, TRANSFORMATION AND RESILIENCE PLAN,**

Contract number **X027-06-2026**, the object of which is “**Communication, public relations, and promotional services in Germany for a temporary cultural and architectural installation organized by ICEX at Instituto Cervantes Frankfurt.**”

#### **a) Declaration Form for the transfer and processing of data in relation to the implementation of actions for the Recovery, Transformation and Resilience Plan (PRTR).**

Mr./Ms. ...., national ID/Passport no. ...., as Managing Director/Manager/ of the entity ..... with tax ID no. ...., and fiscal address at ..... participating as a contractor in the execution of actions necessary to achieve the objectives defined in Component 32 " to respond to increasingly frequent external shocks, whether natural disasters linked to climate change or economic disruptions arising from international circumstances, such as sudden changes in tariff policies" declares they are aware of the applicable regulations, in particular the following paragraphs of Article 22 of Regulation (EU) 2021/241 of the European Parliament and of the Council of 12 February 2021 establishing the Recovery and Resilience Mechanism:

1. Paragraph 2(d): "to collect, for the purpose of auditing and monitoring the use of funds in relation to measures for implementing reforms and investment projects under the Recovery and Resilience Plan, in a searchable electronic format and in a single database, the following standardized categories of data:

- i. The name of the end recipient of the funds.
- ii. the name of the contractor and of the subcontractor, where the end recipient of the funds is a contracting authority in accordance with the Union or national public procurement law.
- iii. the names and dates of birth of the beneficial owners of the recipient of the funds or of the contractor, as defined in Article 3(6) of Directive (EU) 2015/849 of the European Parliament and of the Council (26).
- iv. a list of measures for implementing reforms and investment projects under the Recovery and Resilience Plan, together with the total amount of public funding for these measures and indicating the amount of funds disbursed under the Facility and other Union funds".

2. Paragraph 3: "The personal data referred to in Paragraph 2(d) of this Article shall be processed by the Member States and by the Commission only for the purposes and for the duration of the relevant discharge audit and control procedures relating to the use of funds in connection with the implementation of the agreements referred to in Articles 15(2) and 23(1). As part of the Commission's discharge procedure, in accordance with Article 319 of the TFEU, the Facility shall be subject to reporting within the framework of the integrated financial and accountability reporting referred to in Article 247 of the Financial Regulation and, in particular, separately in the annual management and performance report".

In accordance with the aforementioned legal framework, the above party agrees to the transfer and processing of the data for the purposes expressly stated in the aforementioned articles.

**b) Declaration of Commitment in relation to the implementation of actions under the Recovery, Transformation and Resilience Plan (PRTR).**

The undersigned, as contractor, **declares the commitment** of the person/entity it represents to the highest standards in relation to compliance with legal, ethical and moral rules, adopting the necessary measures to prevent and detect fraud, corruption and conflicts of interest, reporting any non-compliance observed to the appropriate authorities.

In addition, in accordance with the content of the PRTR, it undertakes to respect the principles of the circular economy and to avoid significant negative impacts on the environment ("do no significant harm") in executing the actions carried out within the framework of this Plan, as well as the cross-cutting principles established in the PRTR that may affect the subject matter of the contract.

**c) Declaration of Commitment in relation to proof of inscription fiscal registry or similar.**

The undersigned declares his commitment, when required by the contracting administration, to proof the inscription in the Registry of Companies, Professionals and Withholders of the Tax Administration Service which applies to him.

If there are subcontractors, he or she must also provide the multiple declarations of those subcontractors affected by the contract.

**d) Declaration of Commitment in the obligation of the use of EU logos by contractor, according to art.9.3.b) of HFP 1030/2021.**

**e) Declaration of acceptance of the transfer of data between the Public Administrations involved.**

The undersigned undertakes to accept the transfer of data between the Public Administrations involved in order to comply with the provisions of the European regulations that apply and in accordance with the Organic Law 3/2018 of December 5, 2018, on the Protection of Personal Data and guarantee of digital rights.

*(Provide name of subcontractors, if applicable)*

....., XX ..... 202X

Signature: .....

Role: .....

**This service/activity can be subject to European Union's financing through the Recovery and Resilience Facility (RRF).**