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ECONOMIC & TRADE COMMISSION OF SPAIN

SYDNEY

REQUEST FOR PROPOSALS

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.

TRADE COMMISSION OF SPAIN IN SYDNEY

Edgecliff Centre, Suite 408,
203-233 New South Head Rd,
Edgecliff NSW 2027

E-mail: tenders@icex.es

REQUEST FOR PROPOSALS

Submission: tenders@icex.es
Closing: 10 July 2025 5:00PM AEST

Date: 26 June 2026

Contracting Authority	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in Sydney
Contract number	X072-03-2026
Scope of the contract	Appointment of a communications, PR and/or marketing agency, specialised in food and beverage, to deliver an integrated, multi-channel campaign in Australia: Eat Spain Drink Spain , aimed at increasing awareness of Spanish food and beverage and driving customer traffic and sales across participating hospitality venues, retailers and e-commerce partners.
Timing, dates and possible number of renewals	Signed date until 30 December 2026 with one possible extension
Max. budget for contract excluding renewals	AUD 67,528 (Sixty-seven thousand five hundred and twenty-eight Australian Dollars), tax excluded
Contract value including renewals	AUD AUD 148,561,60 (one hundred and forty-eight thousand, five hundred and sixty-one Australian dollars with sixty cents). Total term + extensions + modifications, tax excluded
Qualifying requirements	- Financial solvency: financial accounts for the best of the last three years and minimum of 101,292 Australian Dollars. - Technical solvency: proven track record and expertise in food and beverage campaigns and/or activations during the past three years. - Team requirements: a minimum of two staff members and a designated primary contact person.
Points to be assigned based on evaluation of your proposal	Price (max 30 points), Technical (max 70 points).
Submission of tenders	The three separate documents that represent the proposal need to be sent via email exclusively at: tenders@icex.es by 10th July 2026 at 5:00 pm (Sydney time; 10th July 2026 at 9:00 am (Madrid time) All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service. The three submissions: 1. Documentation demonstrating qualifying requirements, and administrative requisites. 2. Technical offer (the work proposal / scope of work) 3. Financial offer (price)
Contact details for questions	Only written questions by email before 6th July 2026 at 5:00 pm (Sydney time); 6th July 2026 at 9:00 am (Madrid time) to tenders@icex.es

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Trade Commission of Spain in Sydney, invites companies to submit their proposals for the **Eat Spain Drink Spain** campaign.

ICEX (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), 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 specialised 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 at nearly 100 **Economic & Commercial Offices** located in Spanish embassies and consulates all over the world.

1. BACKGROUND, PROJECT DESCRIPTION, AND OBJECTIVE OF THE CAMPAIGN

1.1. BACKGROUND

[“Foods and Wines from Spain”](#) is ICEX’s flagship brand for the promotion and positioning of Spanish agri-food and beverage products in international markets. Through this brand, ICEX designs and coordinates a wide range of promotional activities worldwide, working alongside the network of Trade Commissions of Spain to build a lasting presence for Spanish gastronomy across key markets globally.

Australia represents a market of strong interest for the promotion of Spanish gastronomy, agri-food and beverage products. The country's thriving independent restaurant scene, specialty food retail sector and influential food media landscape make it particularly well-suited to campaigns that seek to build both brand awareness and commercial traction, Spanish products are increasingly well-positioned to capitalise on a growing consumer curiosity towards Mediterranean cuisine, premium food products and European wines.

Foods from Spain includes a wide range of premium and gourmet products, such as olives, extra virgin olive oil (including estate-grown EVOOs), Sherry vinegar from Jerez (a unique product with Protected Designation of Origin status), cheeses (from the world-famous Manchego to many other regional varieties), Ibérico ham, fish preserves (*conservas*) including white tuna, anchovies, sardines and octopus, piparra peppers, gourmet potato chips (such as truffle or Ibérico ham flavoured varieties), pimentón (Spain's distinctive smoked paprika), saffron, Marcona almonds, snacks, confectionery and many more specialty products.

Wines and beverages from Spain are equally diverse and distinctive. Beyond the country's world-renowned wine regions — from the iconic Protected Designation of Origin (PDO) Rioja, Ribera del Duero or Cava, to exciting emerging appellations — Spain has a rich tradition of distinctive drinks that go far beyond wine: vermouth (vermut), deeply rooted in Spanish aperitivo culture; sherry (Jerez), one of the world's most complex and versatile fortified wines, and a wide range of spirits, liqueurs and other beverages that reflect the country's regional diversity.

In 2024, ICEX and the Trade Commission of Spain launched a certification programme for restaurants and retailers, recognising the authenticity and quality of the Spanish food products

they offer. Establishments that meet the criteria are awarded the designations [Restaurants from Spain](#) or [Colmados from Spain](#). To date, more than 10 restaurants and 1 *colmado* have been certified in Australia.

“Eat Spain, Drink Spain” (ESDS) is another one of these initiatives, designed to promote Spanish food products and wines among consumers and industry professionals. It is a global campaign taking part in 18 markets simultaneously, and the 2026 edition is the first time that this initiative is coming to Australia. The campaign will take place **between 4 September and 4 October 2026**, with the aim of strengthening the image, visibility and sales of Spanish food and wines in the Australian market, supporting their presence across various distribution channels: restaurants, gourmet food shops, wine stores and supermarkets, both physical and online.

Throughout the month-long campaign, participating venues –from top independent retailers and wine merchants to some of the country's most celebrated hospitality venues– will carry out specific activations and immersive events such as special menus, tastings, pairings and in-store promotions, placing Spanish products at the heart of the Australian consumer experience and showcasing their variety, quality and versatility. The goal is to inspire genuine enthusiasm and a deeper appreciation for the richness, diversity and craftsmanship that defines Spanish gastronomy, wines and flavours. All these activities will be promoted through social media and specialist digital outlets.

1.2. CAMPAIGN OBJECTIVES

- To **strengthen and further establish the image of Spanish food, beverages and gastronomy** among Australian consumers, increasing awareness and encouraging the purchase of authentic Spanish products. Ultimately, the campaign aims to contribute to greater visibility, consumer demand and commercial opportunities for Spanish food, wines and other beverages across both retail and hospitality channels. All products highlighted as part of the campaign must be of **Spanish origin and imported from Spain**, ensuring the authenticity, quality and provenance that underpin the campaign's positioning.
- To raise awareness, under the campaign slogan "Eat Spain Drink Spain", of the **quality, authenticity and diversity** of Spanish food, wines and beverages, fostering **consumer preference** and loyalty towards Spanish products and ultimately **driving sales** across participating retail, hospitality and e-commerce partners.
- To design and deliver a **promotional campaign** that communicates the diversity, breadth and depth of Spanish food, wine and gastronomy. The campaign should ensure wide coverage **across key channels**, proving attractive to campaign partners, and consolidate "Eat Spain Drink Spain" as the go-to campaign for the promotion of genuine Spanish food and drinks in the Australian market.

2. SCOPE OF THE CONTRACT

2.1 OVERALL SCOPE

The scope of the contract covers the strategic development, coordination and implementation of an integrated communication and activation campaign in Australia for the **Eat Spain Drink Spain** campaign, in line with the objectives outlined in the Background, Project Description and Objective of the Campaign section.

The campaign's primary objective is to generate meaningful consumer awareness and drive genuine interest in Spanish food and wine across Australia. A robust and well-structured communications programme will be central to its success, serving not only as the engine for consumer engagement but also as a key incentive for participating retailers and hospitality venues, for whom visibility and the ability to attract new customers is a core motivation to join the campaign.

2.2 STRATEGIC AND CREATIVE DEVELOPMENT

The selected agency will be responsible for developing a detailed, integrated and fully executable programme for Eat Spain Drink Spain, comprising:

- Retailer promotions, spanning physical retailers, online retailers and bottle shops.
- Restaurant and bar activations across participating hospitality venues.
- A communications and PR strategy that supports and amplifies both retail and hospitality activations through media relations, influencer engagement, content creation and paid promotional opportunities.

Please note that all campaign participants, including restaurants, bars, importers, distributors and retailers, have been secured and onboarded directly by the Trade Commission of Spain ahead of this tender. **Partner acquisition falls outside the agency's scope of work.** The agency's remit will focus on communications, PR, campaign amplification and selected activation support, while the Trade Commission will retain overall partner management and strategic coordination.

Most visual and creative assets will be facilitated by the Trade Commission and/or ICEX. Nevertheless, from time to time, participating venues may request tailored materials to support specific activations, promotions, or events. The agency should therefore allow for **limited ad hoc design and adaptation** work where required, ensuring consistency with the overall Eat Spain Drink Spain campaign identity.

2.2.1 Retail and hospitality (on trade) activations support

This section outlines the agency's responsibilities in supporting the activation of Eat Spain Drink Spain across both the retail and hospitality channels. While a number of core responsibilities apply across both channels, including the development and distribution of POS materials, promotional items and the integration of activations with media and KOLs (Key Opinion Leaders) engagement activities, the scale and nature of activities will vary depending on the type of venue, as outlined below.

- Retail channel: The agency will drive the in-store presence of Eat Spain Drink Spain across a network of **approximately 20 to 30 participating** retailers, spanning gourmet stores, bottle shops and online retailers, delivering a coordinated programme of consumer-facing promotions and activations throughout the campaign period.
- On-trade channel: The agency will support the activation of Eat Spain Drink Spain across **approximately 30 to 40 participating restaurants and bars** around the country, carrying out public and private events to celebrate Spanish food and beverage during the campaign period.

Please note that the agency must keep the Trade Commission informed of any direct communication with participating retailers and venues, in order to support overall campaign coordination.

POS Materials

The agency will be responsible for coordinating the production and distribution of campaign POS materials for participating retail and hospitality venues prior to the start of the campaign. Materials will be adapted, where appropriate, to different venue formats and campaign activities. POS materials may include items such as posters, pull-up banners, leaflets, and promotional assets, subject to approval by the Trade Commission and available budget.

Please note that the Trade Commission will provide all participating partners with a pack of digital communication tools, including digital banners, social media templates and any other digital assets required to support their individual activations. The full suite of materials will be shared with the agency for reference and to ensure consistency and alignment across all campaign communications.

Promotional gifts

The agency will curate, source, produce, and manage the distribution of branded promotional gifts to be included in the packs for both channels, presenting a range of creative and on-brand options for the Trade Commission's approval prior to production.

- For retail partners, ideas may include branded tote bags, Spanish-themed aprons, coasters, olive wood accessories, wine stoppers, branded glassware, recipe cards, corkscrews, picnic rugs or small curated gift sets featuring iconic Spanish products.
- For restaurants and bars, ideas may include staff aprons, coasters, wine pourers, branded glassware and ice, table decorations, branded napkins or placemats. All items must align with the campaign's visual identity and premium positioning.

Integration with Media and KOLs campaigns

To maximise campaign reach and engagement, the agency will seek opportunities to incorporate retailer and hospitality activations into the broader communications, media and KOLs engagement programme. This will help generate visibility, increase awareness and encourage consumer participation throughout the campaign period (refer to 2.2.2).

Incentives and recognition to partners

Propose a range of incentives and prizes aimed at rewarding the most outstanding and creative activations by participants, to be selected by the Trade Commission based on criteria such as creativity, quality of execution, effective use of campaign branding and materials, consumer engagement, and overall contribution to the objectives of the campaign.

These prizes should be designed to motivate strong participation and high-quality activations, and can include professional content creation support, certificates of achievement or other rewards designed to recognise outstanding participation and encourage high-quality campaign activations.

The agency will be responsible for maintaining regular communication with participating venues and retailers, encouraging them to develop impactful promotions and activations that maximise consumer engagement throughout the campaign period.

2.2.2 Communication and Public Relations

The agency will design a communication strategy for the Eat Spain Drink Spain campaign, to run **from 4 September to 4 October 2026**, with the aim of maximising media coverage and social media presence before and during the promotions and activations.

The strategy must include a detailed PR plan indicating tactics, targets, and timeline for the full duration of the campaign, from pre-launch through to post-campaign wrap-up.

The agency will be responsible for developing the content and communications assets required to support influencer engagement and digital amplification activities, including influencer briefs, social media content, campaign messaging, digital toolkits and supporting materials. The Trade Commission will provide a press release, key messages and core campaign assets, which the agency will adapt and develop for the Australian market and distribute through the most relevant digital channels and influencer partnerships throughout the campaign period.

Media and paid promotions

Generate press and social media coverage on Spanish food, wines, beverages and gastronomy as they relate to the Eat Spain Drink Spain campaign and its partners. A key narrative pillar of the campaign is the authenticity and provenance of Spanish products: all coverage should celebrate and highlight products that are genuinely imported from Spain, reinforcing the campaign's positioning around the unique heritage, craftsmanship and terroir that only products made and sourced in Spain can offer.

This includes securing features, listings and editorial coverage in key media outlets with a strong presence in the Australian market, including city guides, gourmet and dining publications, and digital-first platforms with a focus on food culture, restaurants and drinks. Target outlets should have a substantial and engaged Australian readership, with a minimum reach of 80,000 unique monthly visitors or equivalent audience (e.g.: Time Out, The Urban List, Broadsheet, Concrete Playground and similar lifestyle and food publications).

Priority should be given to publications with editorial coverage across the key campaign cities of Sydney and Melbourne, and with a demonstrated track record of covering food and beverage campaigns, restaurant openings and culinary trends.

Please note that media relations with **Secret Media Network and Gourmet Traveller** will be managed directly by the Trade Commission of Spain. Proposals should **therefore not include** paid or directly managed coverage in these outlets as part of the agency's scope of work, unless expressly requested by the Trade Commission.

Influencer engagement and digital amplification

Identify and engage a selection of KOLs with a strong food and beverage focus, including food bloggers, restaurant reviewers, chefs, and lifestyle content creators with an engaged Australian audience.

The proposed KOL mix should primarily consist of micro and mid-tier influencers, with an indicative target of 5–6 micro influencers (20,000–50,000 followers) and 3–4 mid-tier influencers (50,000+ followers). In all cases, engagement rate, audience quality, and content relevance will be prioritised over follower numbers.

Content should be predominantly food and dining focused, with a tone and aesthetic that aligns with the premium and authentic positioning of the Eat Spain Drink Spain campaign. Both tiers should have an audience profile that is relevant to the campaign's target consumer in Australia.

The agency will support the ongoing marketing and public relations efforts of Foods and Wines from Spain (FWS) in the context of the Eat Spain Drink Spain campaign, ensuring all activity is aligned with the broader FWS brand positioning and communication strategy in the Australian market.

Prize draw

Organise and manage a consumer prize draw as part of the campaign, offering participants the opportunity to win return flights from Australia to Spain, subject to approval by the Trade Commission. The agency will be responsible for proposing and managing the prize draw mechanics, including the consumer entry process, compliance with all applicable regulations, participant management, winner selection procedures and prize fulfilment.

The prize draw should be integrated into the broader campaign narrative and leveraged as a key promotional hook across PR, media, influencer and digital activities, helping to generate awareness, engagement and participation throughout the campaign period.

The implementation of the prize draw will be subject to budget availability, legal feasibility and compliance with applicable Australian state and territory regulations. Should the proposed prize not prove feasible within the allocated budget or regulatory framework, the agency is expected to propose an alternative prize of comparable appeal and value that achieves the same promotional objectives.**Kick-off event**

Organise a small-scale campaign kick-off event at a participating Restaurant from Spain or other suitable campaign partner venue, to be attended by campaign media partners, KOLs and key trade and industry contacts.

The agency will be responsible for coordinating event logistics and delivery. The Trade Commission of Spain will support stakeholder engagement, facilitate introductions to potential venues and key contacts, and provide guidance on the event format to ensure it remains aligned with the campaign objectives and available budget.

The kick-off event should generate initial buzz, media and social media coverage, introduce the Eat Spain, Drink Spain campaign and communicate key campaign messages, including the

consumer prize draw. It should also showcase the diversity and quality of Spanish food and wines available in Australia.

The event should be positioned as a simple campaign launch and networking opportunity rather than the central pillar of the campaign, with the primary focus remaining on the activations delivered by participating restaurants, bars, retailers and other partners throughout the campaign period.

The event should be held at a centrally located Sydney venue, have a duration of approximately two hours and aim to attract around 50 attendees, including a strong representation of campaign media partners, KOLs and content creators (minimum 30% of attendees), alongside key campaign stakeholders such as importers, distributors, restaurants, retailers and other participating partners.

Photography and videography

The agency will be responsible for commissioning and managing professional photography and videography, capturing visual content from a representative selection of campaign activations throughout the campaign period.

The agency will also produce a professionally edited campaign recap video of approximately 2–3 minutes in Full HD, showcasing key activations, participating venues, Spanish products and campaign highlights. The main video will be delivered in horizontal format (1920x1080, 16:9), alongside selected short-form edits in vertical or square formats suitable for social media use.

The video should incorporate the Foods & Wines from Spain visual identity and graphic assets provided by the Trade Commission/ICEX, with all on-screen text and titles aligned with the relevant brand guidelines.

Final photography and video assets should be delivered in formats suitable for publication across the Foods & Wines from Spain website and social media channels, as well as the Trade Commission of Spain's communication platforms.

See the following link for an example of a campaign recap video produced for Eat Spain Drink Spain Singapore:

https://www.linkedin.com/posts/antonio-garcia-rebollar-cfa-6a571b7_eatspaindrinkspainsg-esds-foodandwinesfromspain-activity-7375785943980617728-6rVE

Social Media

The Agency should deliver a detailed communications and content calendar covering all campaign activity, including paid media, influencer content, owned social media channels, media publications and any other relevant communications outputs. The calendar should indicate the expected publication date, channel and content format for each activity and be updated regularly throughout the campaign.

This calendar will be shared with ICEX Head Office to support campaign amplification across global Foods & Wines from Spain channels and ensure coordination of communications efforts across markets.

<https://www.instagram.com/spainfoodwine>
<https://www.facebook.com/FoodsWinesFromSpain>

2.3. REPORTING

In the lead-up to and during the campaign period, the Trade Commission of Spain may require more frequent meetings with the agency to ensure all activities are progressing as planned and that any operational or communications requirements are addressed in a timely manner.

The agency should provide a brief interim update during the campaign period summarising activities delivered to date, preliminary results, key media and social media coverage, and any significant upcoming actions.

A final report must be submitted no later than 15 October 2026, detailing campaign execution, outcomes and overall impact. The report should include an executive summary highlighting key achievements, challenges, lessons learned and recommendations for future editions of the campaign.

The final report should also include a detailed overview of the campaign strategy, activities delivered and results achieved across all workstreams, including PR, media relations, influencer engagement, social media activity, retail promotions and hospitality activations.

Key metrics should include:

- Media and PR coverage: number of media placements, estimated reach, online publications, coverage outcomes and/or, where available, advertising value equivalency (AVE).
- Social media performance: total reach and impressions, engagement rate, number of KOL posts, campaign mentions and performance of campaign hashtags.
- Campaign participation: number of participating venues by category, number of activations delivered and, where available, estimated attendance or footfall figures.
- Retail activations: number of participating retailers, promotional packs distributed and representative visual evidence of in-store displays and POS materials.
- Kick-off event: number of attendees, media and KOL participation, and resulting media and social media coverage.
- The final report should also include an overview of participating venues and activations, together with a representative selection of case studies showcasing different types of campaign activities. These should include venue details, a brief description of the activation, supporting imagery and examples of campaign materials used.
- The report should include a comprehensive media and content appendix containing copies or links to media coverage, influencer content, social media posts, photography and video assets generated throughout the campaign.

Finally, the report should include a qualitative assessment of the campaign's overall impact, supported where possible by testimonials, feedback or observations from participating venues, retailers, importers and other campaign partners.

2.4. CONTENT OWNERSHIP AND USAGE RIGHTS

All content produced under the campaign will be made available for use by Foods and Wines from Spain and the Trade Commission of Spain in Sydney across their own digital channels, including websites, social media, presentations and communication materials.

All content and materials developed under the scope of this campaign will be shared in advance with the Trade Commission of Spain/ICEX for review and approval prior to publication. Content should be delivered in formats that allow adaptation and reuse across different phases of the campaign, in order to maximise longevity and impact.

All promotional materials developed within the framework of the campaign shall incorporate the corresponding institutional logos, to be supplied by the Trade Commission of Spain in Sydney.

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

3. TERM AND EXTENSION OF THE AGREEMENT

3.1. Term. The described services in the contract will run from the date the agreement is signed by both parties until 30th December 2026.

3.2. Extension. ICEX hereby reserves the right to renew the Agreement with the company awardee for 1 additional year the initial Agreement was effected without convening a new tender, if both contracting parties agree in the contractual provisions. Price revisions will not be allowed.

The awardee company will be obligated to renew the contract providing it is notified of its requirement at least 2 (two) months before renewal. The general terms and conditions of the Bidding Specifications governing this Tender shall apply to the extension. Each renewal will be signed by both parties.

4. BUDGET

4.1. Maximum Budget (all tax excluded): the maximum available budget for the execution of the project will be AUD 67,528 (Sixty-seven thousand five hundred and twenty-eight Australian Dollars). Bids will be made in Australian Dollars **excluding GST or taxes**. **However, bidders must clearly specify in their proposals, as a separate line item, any applicable taxes.**

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 of a maximum of AUD 148,561.60 (one hundred and forty-eight thousand, five hundred and sixty-one Australian Dollars with sixty cents) excluding taxes, which includes the following maximum amounts:

- Main contract maximum budget: AUD 67,528
- Renewal (first) maximum budget for 2027: AUD 67,528
- Modifications to the contract: AUD 13,505.6. Foreseeable reasons that could lead to a modification of the contract value include: the need to broaden the scope of the activity. This may be due to the need to increase the duration of the event or the number of participating brands, or the need to add a complementary activity to the elements listed in this document).

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

5. PAYMENTS AND INVOICES

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 Trade Commission of Spain in Sydney.

5.2. Payment currency. Payments to the company will be made in the currency of the Contract, which is Australian Dollar (AUD). Any currency exchange costs will be borne by the bidder.

5.3. Payments to offshore accounts. Payments to bank accounts of the company located offshore will be subject to compliance with the domestic currency exchange legislation. Any international bank transfer fees or costs will be borne by the bidder.

5.4. Payment schedule. The total contract value shall be paid according to the following schedule:

- Up to 80% of the total contract value may be invoiced on a monthly basis, in proportional amounts and upon presentation of the corresponding invoices for the services effectively rendered during each month.
- The remaining 20% shall be paid upon completion of the project, and subject to the delivery and approval by ICEX of the final report and social media recap, including conclusions and recommendations.

5.5. 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:**

Economic and Trade Commission of Spain in Sydney
Embassy of Spain in Australia
Edgecliff Centre, Suite 408
203-233 New South Head Rd
Edgecliff NSW 2027

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

- 6.1 Financial solvency requirements.** All competing companies will be required to provide a solvency report including financial accounts for the last three years. The minimum turnover requirement is an amount of 101,292 Australian Dollars on the best of the past three years.
- 6.2 Technical solvency requirements.** The company must have a strong and proven track record in designing and delivering communication, marketing and/or promotional activities for food and beverage products in Australia. The technical solvency of the company shall be demonstrated by submitting similar activities carried out during the past three years in Australia.
- 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 must be included in the proposal. 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 Trade Commission.

A minimum of two staff members assigned to this project is expected.

Project lead / primary contact

- Minimum of three years' professional experience in communication, marketing or promotional activities related to the food and beverage sector in Australia.
- Proven experience in coordinating integrated campaigns and managing multiple stakeholders.
- Strong project management and coordination skills.

Supporting team member(s)

- Minimum of one-year professional experience in communication, marketing, digital content, influencer engagement, media relations or event activation.
- Proven experience working with food and beverage brands or gastronomic projects in Australia will be considered an asset, but won't be required.
- Operational capacity to support content production, digital amplification and campaign implementation.

The company will notify the Trade Commission 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. Any changes of key personnel could affect its potential renewal. The company team will regularly hold meetings

with the team of the Trade Commission 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.)
I. Price competitiveness of the tender (Document 3)		30
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. Financial Proposals that exceed the maximum available contract budget will not be considered.		
II. Technical Proposal (Document 2)		70
- 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. Technical Proposals that do not receive at least 30 points in this section will be automatically excluded. - For each section ICEX will assess the quality of the proposed plan and extent to which it most efficiently satisfies the campaign objectives stipulated, assigning points as follows:		
Degree of alignment between the proposal and the agency responsibilities outlined in this Request for Proposal. Evaluation will consider the overall coherence and robustness of the proposed activities, including their feasibility, conceptual approach, and level of detail. Assessment will also focus on the strategic rationale underpinning each element of the campaign, including the suitability of the proposed approach and the demonstrated understanding of the Australian market.		6
Relevant innovations, suggestions or improvements. The cost of any innovation or improvement must be included in the proposed budget and may not involve any additional cost.		4
Technical assessment of the proposed activities, including the procedures and methodologies to be deployed for their implementation. This will consider the professional standards applied to the preparation, execution and follow-up of the activities. 1. Media and KOLs promotion campaign plan (max. 30 points): ICEX will assess the quality and ambition of the proposed media campaign. This includes evaluating: The relevance and strength of the proposed media partnerships, including the calibre of outlets identified and the depth and creativity of the proposed collaboration (max. 12 points).		60

- The suitability and reach of the proposed influencer roster, including the relevance of their audience and the quality and originality of the proposed collaboration formats (max. 12 points). - The robustness of the KPIs established for KOL activity, including targets for views, reach and engagement, and how these align with the overall campaign objectives (max. 6 points) 2. Retail and hospitality activations support. Assessment will consider the agency's approach to supporting and enhancing campaign activations across both the retail and hospitality channels, including the quality and practicality of the proposed activation strategy, POS materials, promotional gifts, participant engagement initiatives and incentive mechanisms. Particular consideration will be given to the creativity, relevance and feasibility of the proposed solutions, as well as their ability to encourage visibility, high-quality campaign execution and meaningful consumer engagement. Maximum score: 20 points. 3. Kick-off event: ICEX will assess the proposed concept, format and execution plan for the campaign kick-off event, including the suggested venue approach, guest profile, stakeholder engagement strategy and overall feasibility. Particular consideration will be given to how effectively the event is designed to generate initial momentum, media and social media coverage, and awareness of the campaign, while remaining proportionate to its role as a small-scale launch event rather than the central pillar of the campaign. Maximum score: 10 points.	
ICEX will assess Technical Proposal responses as follows: Not enough information. The proposal lacks basic information or details that would allow it to be appropriately evaluated: <u>0% of the maximum score</u>. Compliant. The proposal shows that the agency meets some, but not all, of the requirements and/or does not provide sufficient information or detail on how it will do so: <u>50% of the maximum score</u>. Fully compliant. The proposal states that the Agency can fulfil all the stipulated requirements and provides the necessary information and details on how it will do so: <u>75% of the maximum score</u> Exceeds the requirements. The proposal proves that the agency is able to fulfil all the stipulated requirements, provides detailed information on how it will do so and excels in presenting actions or approaches that add value: <u>100% of the maximum score</u>.	
TOTAL	100

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), 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 3 years, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work was undertaken. A minimum **experience of three years** in similar projects is required.
- **Team requirements.** The curriculum vitae of all team members must be included in the proposal, along with a clear specification of their roles within the project
- **Financial Solvency.** Bidders must prove an annual turnover of more than 101,292 Australian Dollars in the best of the last three years.
- 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).** All applicants must submit a detailed proposal (see Section 2.0 - Scope of the Contract) excluding any reference to price, and a work plan in line with the objectives of the campaign.
The offers must include a proposed action plan with a detailed breakdown of the actions.

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, the technical proposal will be assigned a score of 0.

- 8.4. Document 3: Financial proposal (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.

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 **Australian Dollars (AUD)**.

9. SUBMISSION OF PROPOSALS

- 9.1. Invitation to tender.** ICEX, represented by the Trade Commission of Spain in Sydney, will send this briefing to different companies. The briefing will also be published [on the website](#) of the Trade Commission of Spain in Sydney.

- 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 before **10th July 2026 at 5pm (Sydney time)**. 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. Expenditure.** 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.** The document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing company has been verified to comply with every requirement set in this brief, will the document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, the document 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.
- 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 persons.** Questions related to this briefing might be addressed in written form until **6^h July 2026 at 5pm (Sydney time)** only through the e-mail **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.

ICEX's Board of Directors
By Delegation (Resolution of 5 March 2025 BOE
[Official State Gazette] n°. 67 of 19 March 2025

Rodrigo Tilve Seoane
Chief Economic and Trade Commissioner
Economic and Trade Commission of Spain in Sydney

ADMINISTRATIVE CLAUSES

1. FINANCIAL PROPOSAL CALIFICATIONS

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

- 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

- 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

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

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

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 to manage 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

European Regional Development Fund (ERDF). This project can be subject to financing of the European Union through the European Regional Development Fund. 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 2013¹, and, in particular, the following:

- In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Regional Development Fund.
- In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union and the European Regional Development Fund, including the motto “A way of making Europe”.

¹ Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006.
<http://data.europa.eu/eli/reg/2013/1303/2020-12-29>