

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

TRADE COMMISSION OF SPAIN IN Doha/ Dubai

West Bay - Zone 66 - Street 563 - Saha 93 - Villa 9

Doha. P.O. Box: 24616

REQUEST FOR PROPOSALS

Submission: tenders@icex.esClosing: 21st July 2026 - 10:00 am CET.E-mail: tenders@icex.esDate: 8th July 2026

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in Dubai - Doha
Contract number	X025-05-2026
Proposal's request	Promotional campaign of Spanish food and beverages in Qatar: - Lot 1: Eat Spain Drink Spain (ESDS) and - Lot 2: Restaurants from Spain / Colmados from Spain Campaigns in Qatar.
Timing, dates and possible number of renewals	From date of signature until 30 th October 2026 / With 3 possible renewals
Max. budget for contract excluding renewals	USD 15,126.46 taxes excluded, in accordance with the breakdown set out below: a) Lot 1: ESDS – USD 9,000.00 b) Lot 2: RFS/CFS – USD 6.126,46
Qualifying prerequisites	- Financial solvency: financial accounts for the best of the last three years and minimum of USD 15.126,46. should your company present proposals for all four research projects. Or if you are presenting offers for one or more you need to meet these individual solvency thresholds: a) Lot 1: ESDS – USD 9,000.00 b) Lot 2: RFS/CFS – USD 6.126,46 - Technical solvency: proven track record in communications and event marketing during the past 3 years. - Team requirements: a minimum of two staff members and a designate primary contact person for the corresponding lot projects for which you present an offer.
Points to be assigned based on evaluation of your proposal	For each lot: Price (max. 30 points), Technical (max. 70 points)
Documents to be submitted separately, which together are the proposal	• The proposal: Be aware that the tender is divided into two separate lots. Tenderers may submit a proposal for one or both lots. If submitting for both lots, the documentation for each lot must be clearly identified and submitted separately. The same company may be awarded one or both lots, provided that its proposal obtains the highest score for each lot. Each proposal consists of three separate submissions, which together represent the proposal. Each submission must be emailed only to tenders@icex.es by 21st July 2026 10:00am CET. All files should not exceed 4MB if sent as attachments. For larger files, please use a file transfer service. • The three submissions: 1. Documentation demonstrating qualifying prerequisites, and administrative requisites. 2. Technical offer (the work proposal / scope of work) 3. Financial offer (price)
Contact for questions	Only written questions by email before 16 th July 2026 10:00am CET to tenders@icex.es . In the interest of fairness, questions posed by participating companies, as well as the answers provided by ICEX, may be shared with all other participating companies. ICEX will not be able to answer questions formulated after the above deadline.

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in Dubai, 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 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

Spanish gastronomy enjoys a strong and growing reputation in Qatar, supported by the increasing interest of local consumers, hospitality professionals and lifestyle media in high-quality international food and beverage experiences.

Spanish cuisine is associated with authenticity, quality, tradition, innovation and a rich culinary culture. Products such as olive oil, cheeses, cured meats, seafood preserves, rice, tapas, and other gourmet products are increasingly recognised by consumers and professionals seeking premium and distinctive gastronomic experiences.

In this context, the Economic and Commercial Office of Spain in Doha aims to continue strengthening the visibility of Spanish food and beverages in Qatar through two complementary promotional actions: the Eat Spain Drink Spain campaign and the promotion of the Restaurants from Spain and Colmados from Spain certification schemes.

The tender is therefore divided into two independent lots:

- Lot 1: Eat Spain Drink Spain Campaign
- Lot 2: Restaurants from Spain / Colmados from Spain Advertising Campaign

Tenderers may submit proposals for one or both lots. Each lot shall have its own technical and financial proposal and will be assessed separately.

LOT 1: EAT SPAIN DRINK SPAIN CAMPAIGN

BACKGROUND

The Eat Spain Drink Spain campaign is an international promotional initiative aimed at bringing Spanish gastronomy closer to local consumers and professionals through activities involving Spanish food, beverages, restaurants, retailers and hospitality venues.

In Qatar, the campaign seeks to promote Spanish products and gastronomy by encouraging the participation of local HORECA establishments, Spanish restaurants, gourmet retailers and other relevant partners. The campaign may include tastings, product presentations, culinary experiences, promotional activities and communication actions designed to increase awareness of Spanish gastronomy and encourage consumption of Spanish food and beverages.

OBJECTIVE

The main objective of this lot is to design, coordinate and implement the Eat Spain Drink Spain campaign in Qatar, promoting Spanish food and beverages through a coherent programme of gastronomic and promotional activities. The campaign should help to:

- Increase the visibility of Spanish food and beverages in Qatar.
- Promote Spanish gastronomy among consumers, professionals and local media.
- Encourage the participation of restaurants, hotels, gourmet stores and other HORECA establishments.
- Generate interest in Spanish products through tastings, experiences and promotional actions.
- Reinforce the image of Spain as a country of high-quality gastronomy and culinary culture.

TARGET AUDIENCE

The campaign shall be aimed at:

- Consumers interested in gastronomy, international cuisine and premium food experiences.
- HORECA professionals, including restaurants, hotels and catering operators.
- Gourmet retailers and food stores.
- Food, lifestyle and hospitality media.
- Opinion leaders, influencers and relevant local prescribers.

SCOPE OF THE LOT

The selected provider shall support the Economic and Commercial Office of Spain in Doha in the organisation, coordination and implementation of the campaign.

The scope may include:

- Identification and coordination of participating restaurants, hotels, gourmet retailers or other relevant establishments.
- Organisation of promotional activities linked to Spanish gastronomy and beverages.
- Support in the organisation of tastings, product presentations or culinary experiences.
- Communication and public relations support before, during and after the campaign.
- Coordination with media, influencers or relevant local partners where appropriate.
- Preparation of a final report including activities carried out, participating establishments, communication impact, visual evidence, conclusions and recommendations.

The maximum budget allocated to this lot is USD 9.000, excluding taxes.

LOT 2: RESTAURANTS FROM SPAIN / COLMADOS FROM SPAIN ADVERTISING CAMPAIGN

BACKGROUND

Restaurants from Spain and Colmados from Spain are official certification schemes promoted by ICEX/Foods and Wines from Spain. Their purpose is to recognise and promote establishments that contribute to the international visibility of authentic Spanish gastronomy and Spanish food products.

Following the positive results of previous international advertising campaigns, ICEX aims to continue supporting certified establishments by reinforcing the visibility of both schemes among consumers and encouraging more establishments to join the certification programme.

In Qatar, this action will focus on promoting both Restaurants from Spain and Colmados from Spain through local media with a strong positioning in gastronomy, lifestyle and premium consumer content.

OBJECTIVE

The main objective of this lot is to implement a local advertising campaign in Qatar to increase awareness of the Restaurants from Spain and Colmados from Spain certification schemes.

The campaign should help to:

- Strengthen the image of both certifications among local consumers.
- Promote certified Spanish restaurants and food establishments in Qatar.
- Increase traffic to the official Foods and Wines from Spain / RFS / CFS landing page.
- Communicate the value of certified establishments as references for authentic Spanish gastronomy.
- Encourage more establishments to consider certification in the future.

TARGET AUDIENCE

The campaign shall be aimed at consumers in Qatar with the following profile:

- Aged approximately between 25 and 65 years old.
- Medium-high or high purchasing power, according to the local market.
- Medium or higher education level.
- Cosmopolitan profile.
- Interest in gastronomy, lifestyle, travel, international cuisine and premium experiences.
- Capacity and willingness to spend on quality food and restaurant experiences.

SCOPE OF THE LOT

The campaign shall be based mainly on branded content, understood as editorial content with informative and narrative value, where the certification schemes are integrated naturally and credibly, avoiding an overly commercial tone.

The advertising actions may include:

- Branded content.
- Advertorials.
- Press advertisements.
- Digital banners.
- Paid social media campaigns through media channels.
- Online articles or editorial features.
- Print and/or digital media placements.

All campaign actions must:

- Give balanced visibility to both Restaurants from Spain and Colmados from Spain.

- Redirect users to the official Foods and Wines from Spain / RFS / CFS landing page.
- Be implemented through relevant local media with suitable reach and positioning.
- Be published during the authorised campaign period, preferably in September 2026, and in any case within the dates approved by ICEX.
- Follow the visual identity, logos and guidelines provided by ICEX/Foods and Wines from Spain.
- Include full reporting of results, including invoices, proof of payment, links, screenshots, copies of printed materials, estimated reach, impressions, engagement and other relevant impact metrics.

The final media plan, formats, publication dates and deliverables shall be confirmed with the selected media and approved by the Economic and Commercial Office of Spain in Doha before implementation.

The maximum budget allocated to this lot is USD 6.126.46, excluding taxes.

COORDINATION BETWEEN BOTH LOTS

Although both lots are independent for contracting, budgeting and evaluation purposes, they are complementary and shall be coordinated under the common objective of promoting Spanish gastronomy, Spanish food and beverages, and certified Spanish establishments in Qatar.

The Economic and Commercial Office of Spain in Doha will supervise both lots, approve the final action plans, coordinate the use of official materials and ensure that all activities are aligned with ICEX and Foods and Wines from Spain guidelines.

The successful provider or providers shall maintain regular communication with the Office and provide all necessary documentation for the correct technical, financial and administrative justification of the activities.

2. WHAT WE REQUIRE – PROPOSALS SHALL INCLUDE

Tenderers are invited to submit proposals for one or both lots described below. Each lot shall include a separate technical and financial proposal, clearly identifying the activities, deliverables, timeline and budget allocated to each action.

Proposals must be detailed, realistic and executable within the deadlines established in this briefing. Bids that do not include all the activities and tasks requested for the relevant lot may be excluded.

LOT 1: EAT SPAIN DRINK SPAIN CAMPAIGN

The selected provider shall develop and implement a detailed and executable programme for the Eat Spain Drink Spain campaign in Qatar, aimed at promoting Spanish food, beverages and gastronomy through activities involving local HORECA establishments, Spanish restaurants, gourmet retailers and relevant partners.

The proposal shall include the following elements:

COMMUNICATION AND PUBLIC RELATIONS

Objectives:

- Increase awareness of the Eat Spain Drink Spain campaign in Qatar.
- Promote Spanish gastronomy, Spanish food products and Spanish beverages among consumers, HORECA professionals, media, influencers and relevant local prescribers.
- Generate positive media and digital visibility around Spanish cuisine and the campaign.
- Drive registrations, attendance and consumer participation in the activities organised within the campaign.
- Give visibility to participating restaurants, hotels, gourmet stores and other HORECA establishments.
- Support the promotion of tastings, product presentations, special menus, culinary activities or any other actions developed under the campaign.

Tasks to perform:

- Prepare a communication plan including key messages, target audiences, channels, calendar and deliverables.
- Draft and issue press releases and other communication materials related to the campaign.
- Identify and contact relevant local media, journalists, influencers, food bloggers and potential media partners.
- Seek media coverage, interviews, sponsored content or influencer collaborations before, during and after the campaign, where appropriate and within budget.
- Coordinate with participating venues so that they communicate their campaign activities using the official materials.
- Monitor media coverage and collect evidence of communication impact.
- Ensure that all communication materials are aligned with ICEX / Foods and Wines from Spain guidelines.

SOCIAL MEDIA

The Agency should deliver a detailed social media communication calendar indicating the target date for each of the following:

- Create or adapt content for the relevant Foods and Wines from Spain social media channels:

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

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

- Generate interest in the Eat Spain Drink Spain promotions before, during and immediately after the campaign.
- Prepare captions, suggested messages, hashtags and other materials for social media.
- Provide participating establishments with campaign messages, hashtags, logos or templates, where available.
- Coordinate with participating venues so that they publish or share campaign-related content.
- Monitor social media visibility and collect screenshots, links, posts, stories and engagement data.
- Ensure that social media content follows the visual and messaging guidelines provided by ICEX / Foods and Wines from Spain.

EVENT COVERAGE

- The Agency will be required to attend the events organized by the Spanish Economic and Commercial Office in Doha during the campaign, to provide real-time social media coverage.
- This includes creating and publishing posts, stories, and other digital content across relevant platforms (e.g. Instagram, etc.) to increase visibility and engagement during the events.
- The Agency should also collect visual material (photos and videos) for both live use and future reporting purposes.

RESTAURANT AND VENUES PROMOTIONS

Objectives:

- Recruit restaurants, hotels, gourmet retailers and other relevant HORECA establishments to participate in the Eat Spain Drink Spain campaign.
- Encourage participating establishments to implement promotional activities related to Spanish gastronomy, such as special menus, tastings, product presentations or exclusive offers.
- Promote Spanish food and beverages through on-trade activities during the campaign period.
- Increase consumer awareness of Spanish gastronomy and strengthen the presence of Spanish products in the Qatari HORECA sector.

Agency Responsibilities:

- Identify, contact and recruit suitable establishments in Qatar.
- Present the campaign and define with each participant the promotional activity to be carried out.
- Coordinate dates, formats, operational needs and minimum promotion periods.
- Collect the activity description, address, dates, contact person and visual material from each participant.
- Ensure correct use of the official campaign name, logos and materials.
- Monitor the implementation of the activities and deliver regular updates to the Spanish Economic and Commercial Office in Doha.
- Prepare a final report assessing the implementation, visibility and results of the participating venues' activities.

The Spanish Economic and Commercial Office in Doha may provide a list of certified Restaurants from Spain or other relevant establishments to be invited to participate.

Digital assets for use by participating venues, such as logos, banners or social media templates, may be provided by the Spanish Economic and Commercial Office in Doha, when available.

CONTENT CREATION FOR THE CAMPAIGN WEBSITE

- The Agency will be responsible for drafting the content related to the restaurant promotions, including descriptions of the activities, participating venues, and relevant dates.
- This content will be used for publication on the [Foods and Wines from Spain](#) website, specifically on the page dedicated to the Eat Spain Drink Spain campaign.
- All content must be delivered in English, clearly written, and ready for online publication, following the guidelines provided by the Spanish Economic and Commercial Office in Doha.

REPORTING

The agency must produce a final report, to be delivered no later than 08/10/2026 detailing the campaign execution with photos, including the media impact of the campaign. The report should include a detailed description of promotion strategy, efforts and results, including an analysis of social media activity and conclusions/areas for improvement for future editions.

Each partner promotion report must include the address and contact person details, as well as visual evidence and graphic material used during the promotions and activities undertaken.

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

LOT 2: RESTAURANTS FROM SPAIN / COLMADOS FROM SPAIN ADVERTISING CAMPAIGN

The Agency will develop and implement a detailed and executable advertising campaign for the promotion of Restaurants from Spain and Colmados from Spain in Qatar, consisting of the following activities:

COMMUNICATION AND PUBLIC RELATIONS

Objectives:

- Design and implement an advertising and communication strategy to promote Restaurants from Spain and Colmados from Spain in Qatar.
- Reinforce the image of both certification schemes as references for authentic Spanish gastronomy, quality food products and Spanish food culture.
- Increase traffic to the official Foods and Wines from Spain / RFS / CFS landing page.
- Ensure balanced visibility for both Restaurants from Spain and Colmados from Spain.
- Position the campaign through credible editorial content, with an informative and narrative approach.

Tasks to perform:

- Prepare a communication and media strategy for the campaign.
- Identify the most suitable local media outlets for the target audience.
- Prioritise media with strong positioning in gastronomy, lifestyle, leisure and premium consumer content.
- Define the proposed message and editorial angle of the campaign.
- Coordinate with selected media to ensure that the content is credible, informative and aligned with the campaign objectives.
- Ensure that both Restaurants from Spain and Colmados from Spain are treated equally in all communication materials.
- Submit all content and materials to the Economic and Commercial Office of Spain in Doha for approval before publication.

MEDIA PLAN AND ADVERTISING FORMATS

Objectives:

- Select local media capable of reaching consumers aged approximately 25 to 65, with medium-high or high purchasing power, medium/higher education and a cosmopolitan profile.
- Reach consumers with interest in gastronomy, lifestyle, international cuisine, restaurants and premium food experiences.
- Maximise the visibility of the campaign within the available budget.
- Prioritise formats with measurable impact and appropriate reporting.

Tasks to perform:

- Prepare a detailed media plan.
- Identify the final selected media and justify their relevance for the campaign.
- Define the format proposed for each media outlet.
- Confirm whether each insertion will be digital, print or both.
- Provide a detailed calendar with expected publication dates.
- Provide the cost and deliverables of each media action.
- Coordinate directly with the selected media.
- Submit the final media plan to the Economic and Commercial Office of Spain in Doha for approval before confirming any insertion.

Tenderers may propose alternative or additional media if duly justified and aligned with the target audience.

BRANDED CONTENT AND ADVERTISING MATERIALS

The advertising campaign shall be based mainly on branded content, understood as editorial content with informative and narrative value, where the certification schemes are integrated naturally and not in an overtly advertising tone.

Objectives:

- Develop editorial-style content that gives credibility and visibility to Restaurants from Spain and Colmados from Spain.
- Explain the value of both certification schemes as guarantees of authenticity, quality and connection with Spanish gastronomy.
- Promote Spanish restaurants and food establishments in Qatar through a natural and consumer-oriented approach.
- Avoid purely commercial content.

Tasks to perform:

- Coordinate the creation or publication of branded content, advertorials, banners, paid social media actions, press advertisements or other approved advertising formats.
- Ensure that all content gives balanced visibility to both Restaurants from Spain and Colmados from Spain and uses the official logos, visuals and mandatory materials provided by ICEX / Foods and Wines from Spain.
- Ensure that all digital content redirects to the official landing page.
- Submit all texts, layouts, visuals, articles or mock-ups to the Economic and Commercial Office of Spain in Doha for approval before publication, applying any corrections requested and ensuring that the final published content matches the approved version.
- Collect final links, screenshots, copies and files for reporting purposes.

The formats to be prioritised shall be:

- Branded content.
- Advertorials.
- Banners.
- Press advertisements.
- Paid social media campaigns through media channels.
- Online editorial features.

Any other format shall require prior validation by the Economic and Commercial Office of Spain in Doha.

SOCIAL MEDIA

Objectives:

- Reinforce the visibility of the campaign through the social media channels of the selected media.
- Support traffic generation to the official landing page.
- Reach a qualified consumer audience interested in gastronomy, lifestyle and premium experiences.
- Collect measurable digital impact data.

Tasks to perform:

- Include social media support as part of the proposed media plan, where available.
- Coordinate with selected media any social media posts, stories, paid posts or additional digital visibility.
- Ensure that all social media content includes the correct campaign messages, tags, logos and landing page link where applicable.
- Collect screenshots and metrics of all social media actions.
- Include social media performance in the final report.

CAMPAIGN TIMING AND IMPLEMENTATION

Objectives:

- Ensure that the advertising campaign is implemented within the authorised period.
- Guarantee that all publications go live on the agreed dates.
- Ensure that the campaign can be fully justified within the administrative deadline.
- Avoid any action that cannot be invoiced, paid, reported and justified on time.

Tasks to perform:

- Coordinate the final publication dates with the selected media.
- Ensure that the campaign is published preferably in September 2026, and in any case within the period approved by ICEX.
- Confirm all media insertions before publication.
- Monitor the publication of digital and/or printed materials.
- Verify that all digital links redirect correctly to the official landing page.
- Obtain proof of publication for every action.
- Inform the Economic and Commercial Office of Spain in Doha of any delay, modification or incident.

REPORTING

The Agency must produce a final report to be delivered no later than the deadline established by the Economic and Commercial Office of Spain in Doha.

The report shall include:

- Final list of media outlets used.
- Description of each advertising action and publication dates.
- Final links to online content.
- Screenshots of digital publications and copies or scans of printed publications, where applicable.
- Copies of banners, social media posts, newsletters or other advertising pieces.
- Metrics provided by each media outlet, including reach, impressions, clicks, engagement, newsletter distribution, social media interactions or equivalent figures.
- Confirmation that all digital actions redirected to the official Foods and Wines from Spain / RFS / CFS landing page.
- Invoices, proof of payment and any other administrative documentation required by the Economic and Commercial Office of Spain in Doha.
- Conclusions on the performance of the selected media and recommendations for future campaigns.

All advertising actions must be fully justified, including invoices, proof of payment, publication evidence and impact report, within the deadline established by the Economic and Commercial Office of Spain in Doha.

3. TERM AND EXTENSION OF THE AGREEMENT

- 3.1. Term.** The services described in the contract will run from the date the agreement is signed by both parties until 30th October 2026.
- 3.2. Extension.** ICEX hereby reserves the right to renew the Agreement with the company awardee for three (3) additional campaigns from the initial Agreement 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 obliged to renew the contract providing it is notified of its requirement for 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.** Maximum Budget for the execution of the project is USD 15,126.46, all taxes excluded.

The tender is divided into two independent lots, which may be awarded to the same company or to two different companies. Each lot will be evaluated and awarded separately.

The following maximum amounts are detailed below for each of the individual promotional campaigns should you present an offer for one or both:

- Lot 1: Eat Spain Drink Spain Campaign: **USD 9.000, excluding taxes.**
- Lot 2: Restaurants from Spain / Colmados from Spain Advertising Campaign: **USD 6.126.46, excluding taxes.**

Bids will be made in USD, excluding taxes. However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any. Under no circumstances can the budget be exceeded.

4.2. Estimated contract value. The estimated total contract value includes the value of the contract and the value of its possible extensions plus its modifications, excluding any applicable taxes.

Accordingly, the estimated total value of this contract is a maximum of **USD 62,305.84, excluding taxes**, which includes the following maximum amounts, provided that ICEX decides to carry out the same or similar actions in the following campaign years. The inclusion of possible renewals in the estimated contract value shall not imply any obligation for ICEX to repeat the campaign or actions in future years:

Main contract maximum budget for each lot, excluding taxes, divided as follows:

- Lot 1: Eat Spain Drink Spain Campaign:
 - Main contract: USD 9,000.00, excluding taxes.
 - First renewal: USD 9,000.00, excluding taxes.
 - Second renewal: USD 9,000.00, excluding taxes.
 - Third renewal: USD 9,000.00, excluding taxes.
 - Modifications (Up to 20% main contract): USD 1,800.00, excluding taxes.

Modifications may be possible if it were necessary to increase the number of partnering retailers, restaurants, media actions or promotional activities. Modifications, where applicable on the needs of the campaign and shall be subject to the corresponding contractual and budgetary limits.

- Lot 2: Restaurants from Spain / Colmados from Spain Advertising Campaign
 - Main contract: USD 6,126.46, excluding taxes.
 - First renewal: USD 6,126.46, excluding taxes.
 - Second renewal: USD 6,126.46, excluding taxes.
 - Third renewal: USD 6,126.46, excluding taxes.
 - Modifications: Not allowed.

Should any of the planned activities not be carried out, the budget allocated to the respective activity/ies or lot 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 Economic & Commercial Office of Spain in Doha.

- 5.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is US Dollar. Any currency exchange costs will be borne by the bidder. In the case Spanish companies are awarded the contract; an addendum will be made to the contract converting the USD into Euros at the official exchange rate in effect on the date of the resolution of award.
- 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.** ICEX will ensure that half the payment of the contract is made before the 15th of September, once the schedule of events has been delivered.

The other half of the total amount will be paid once the campaign has been executed with conformity and the final campaign report has been submitted, no later than October, 10th 2026.

- 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:**

Spanish Economic and Commercial Office in Doha
West Bay - Zone 66 - Street 563 - Saha 93 - Villa 9
Doha. P.O. Box: 24616
doha@comercio.mineco.es

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 established according to the lot or lots for which the tenderer submits a proposal, on the best of the past three years, as follows:
- Lot 1: Eat Spain Drink Spain Campaign: minimum turnover of USD 9.000.00.
 - Lot 2: Restaurants from Spain / Colmados from Spain Advertising Campaign: minimum turnover of USD 6.126.46.

Tenderers submitting proposals for both lots must prove a minimum turnover corresponding to the sum of both lots, amounting to USD 15.126.46, on the best of the past three years.

- 6.1. Technical solvency requirements.** For each lot, the company must have a strong and proven track record in marketing, communication, media planning, branded content, public relations and/or event execution. If a tenderer submits proposals for both lots, it must demonstrate relevant experience applicable to each of the lots.

The technical solvency of the company shall be demonstrated by submitting similar activities carried out in the past three years, preferably in Qatar or the GCC region, related to gastronomy, lifestyle, hospitality, food and beverage promotion, media campaigns, branded content or event management.

- 6.3 Team requirements.** For each lot, the role of each team member assigned to the project shall be specified in the tender. In addition, their curriculum vitae must be included in the proposal. If a tenderer submits proposals for both lots, the team members assigned to each lot must be clearly identified.

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 in Doha.

It is expected that a minimum of two (2) staff members are assigned to this project with each member fulfilling one of the following roles only:

- Project leader: responsible for coordinating the overall campaign, including the two lots, communication with ICEX and supervision of deadlines, deliverables and reporting. A proven track record of at least five years coordinating promotional, communication, media or event-related activities is required.
- Media and campaign coordinator: responsible for executing and reporting on the media campaign, branded content actions, campaign materials, social media support, event coordination and collection of evidence. A proven track record in media campaigns, branded content, PR, social media coordination or promotional activations, with at least three years of relevant experience, is required.

The Agency will notify the Economic and Commercial Office in Doha of any changes to the team that may have an impact on the development of the project. Should any member of staff assigned to our account leave the project during the term of the contract, they must be replaced by a person of at least the same qualifications.

It is expected that all key team members assigned by the company to the contract have specific knowledge of and professional expertise in the fields of the promotional campaigns, are fluent in spoken and written English, and will remain as part of the team for the duration of the contract period. Any changes of key personnel could affect its potential renewal.

The company team will regularly hold meetings with the team of the Economic and Commercial Office in Doha 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 LOT 1		Scores (Max.)
I. Price competitiveness of the tender (Document 3)		30
Lot 1: Eat Spain Drink Spain Campaign For Lot 1: Eat Spain Drink Spain Campaign, the offer with the lowest budget, up to a maximum of USD 9,000, will receive the highest score, and the rest will obtain the proportional score. Most economical offer = maximum score. Other 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 for this lot will not be considered.		30
II. Technical Proposal (Document 2)		70
Lot 1: Eat Spain Drink Spain Campaign - Campaign action plan and coordination (max. 25 points) 25 - Quality and suitability of proposed participating establishments (max. 15 point) 15 - Spanish product-focused tasting activity (max. 10 points) 10 - Communication, social media and reporting plan (max. 20 points) 20 ICEX will assess: - The quality, feasibility and level of detail of the proposed campaign action plan. - The suitability and relevance of the proposed restaurants, hotels, gourmet stores or HORECA establishments. - The quality and relevance of the proposed Spanish product-focused tasting activity, such as olive oil, cheese or another Spanish product approved by the Economic and Commercial Office of Spain in Doha. - The proposed communication, social media and reporting methodology. - The capacity of the proposal to promote Spanish food, beverages and gastronomy in Qatar. <u>Proposals that do not receive at least 20 points for Lot 1 in the Technical Proposal may be automatically excluded.</u>		
TOTAL		100

EVALUATION CRITERIA LOT 2		Scores (Max.)
III. Price competitiveness of the tender (Document 3)		30
Lot 2: Restaurants from Spain / Colmados from Spain Advertising Campaign For Lot 2: Restaurants from Spain / Colmados from Spain Advertising Campaign, the offer with the lowest budget, up to a maximum of USD 6.126,46, will receive the highest score, and the rest will obtain the proportional score. Most economical offer = maximum score. Other offers will have the following formula applied: Points per offer = (price of the most economical offer / price of offer) x maximum score per criteria.		30

Financial Proposals that exceed the maximum available contract budget for this lot will not be considered.	
IV. Technical Proposal (Document 2)	70
Lot 2: Restaurants from Spain / Colmados from Spain Advertising Campaign - Media plan and suitability of proposed media (max. 20 points) 20 - Quality and credibility of the branded content proposal (max. 25 points) 25 - Campaign calendar, implementation and reporting methodology (max. 15 points) 15 - Expected impact, metrics and redirection to the official landing page (max. 10 points) 10 ICEX will assess: - The suitability of the proposed media outlets, particularly their relevance for gastronomy, lifestyle, leisure and premium consumer audiences in Qatar. - The quality and credibility of the branded content approach. - The extent to which both Restaurants from Spain and Colmados from Spain receive balanced visibility. - The feasibility of the proposed publication calendar. - The quality of the reporting methodology, including proof of publication, impact metrics, screenshots, links, copies of printed materials and confirmation of redirection to the official landing page. - The capacity of the campaign to reach the target audience and reinforce the visibility of both certification schemes. <u>Proposals that do not receive at least 12 points for Lot 2 in the Technical Proposal may be automatically excluded.</u>	
TOTAL	100

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

0% of allocated points	Not enough information
25% of allocated points	Poor
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)**, 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). For each lot, all competing companies must present an electronic file in PDF format, comprising the following documents. If a tenderer submits proposals for both lots, the documentation corresponding to each lot must be clearly identified and submitted separately:

- **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 were undertaken. A minimum **experience of three years** in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover, on the best of the last three years, corresponding to the lot or lots for which they submit a proposal, as follows:
 - Lot 1: Eat Spain Drink Spain Campaign: minimum annual turnover of USD 9,000.00.
 - Lot 2: Restaurants from Spain / Colmados from Spain Advertising Campaign: minimum annual turnover of USD 6,126.46.

Tenderers submitting proposals for both lots: minimum annual turnover of USD 15,126.46.
- 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.
- **Curriculum vitae of the team** must be included in the proposal.

8.3. Document 2: Technical Proposal (PDF file). Tenderers must submit a detailed technical proposal for each lot for which they submit a bid. Each technical proposal must meet all the requirements set out in section 2 ("What we require") for the relevant lot and include a work plan in line with the corresponding strategy and objectives.

The technical proposal for each lot must also address all the evaluation criteria set out in section 7.1. II. applicable to that lot, including the proposed deliverables.

If a tenderer submits proposals for both lots, the technical information corresponding to each lot must be clearly identified and submitted separately..

8.4. Document 3: Financial proposal (MS Excel file). All competing companies must present a financial proposal for each lot, 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 – if any – are clearly separated

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

9. SUBMISSION OF PROPOSALS

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

- 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 21st July 2026 at 10:00 AM 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 is 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.** 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 document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, 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 person.** Questions related to this briefing might be addressed in written form until July 16th 2026 10:00 am CET only via 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.

In Dubai, on the date of the electronic signature

ICEX's Board of Directors
By Delegation (Resolution of 5 March 2026 BOE
[Official State Gazette] nº. 67 of 19 March 2026

Christian Garma Santander
Chief Economic and Commercial Counsellor
Economic and Commercial Office of Spain in Dubai

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 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

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.