

CLARIFICATIONS OF THE BRIEFING OF THE SPAIN FOOD NATION COMMUNICATION CAMPAIGN IN SOCIAL NETWORKS IN CHINA

QUESTIONS OF AGENCY A:

ANSWERS IN BLUE

Q1 -Point 1.1: *There is mention of competitors - who are they?*

Answer: *The competitors will depend on the products that you consider: If it is wine, our major competitors in China are the wines of France, Italy, Greece,... together with the new wine producing countries, like Chile, United States, Australia, New Zeland, Argentina... If you consider other products, like cheese, for example, the competitors will become France, Italy ... if you consider pork meat, the competitors will be Brazil, Australia, Indonesia, Uruguay,... If the product under consideration is Olive Oil, the competitors will be the oils from Italy, Greece, Tunis, Australia, Uruguay,... just to name a few as an example.*

Q2 -Point 8.1, Document 1 : *there is a mention of “Annex 2”, which appears to be "annex-2-financial-proposal-example.xlsx." However, the pricing should only be included in Document 3, the Financial Proposal.*

Answer: *Already an Error Note for explanation has already been sent to you, and published in the ICEX Tender web page, together with the correct Annex 2 to be included in Document 1, which refers to beneficial ownership information and documentation.*

> *Could you confirm if this annex-2 document is correct? The correct annex 2 is attached to this response for your information, together with the explanatory note.*

> *Could you please send us the correct document? Yes. Please find it attached*

Q3 -Point 8.1, Document 1 : *Could you further clarify the “subcontracting” mentioned in the document? Does it refer to long-term, fixed suppliers? Project-specific collaborations such as KOL partnerships or advertising placements should fall outside this scope, correct, since the partners cannot be confirmed before the execution plan is finalized?*

Answer 3: *By subcontracting we understand a figure by which you as main contractor hires an outside individual or company (a subcontractor) to perform specific tasks or provide specialized services that are part of the larger contract, that in this specific case would be the SFN communication campaign. While ICEX may accept some degree of subcontracting, we would like to make sure who is actually working in the project. Subcontracting requirements will not be applied to KOLs.*

Q4 -Point 8.1, Document 1 :

Documentation evidencing beneficial ownership - Since our investor is a foreign company, may we provide the business licenses of both the Shanghai entity and the foreign entity, as well as documents that include shareholder information?

Answer: Affirmative. Provide the documentation and licenses of both companies.

Q5 -Is there a specific PDF format for document 1 and document 2: landscape or portrait?

Answer 5: Both PDF formats are perfectly acceptable to ICEX. Choose the one you consider is most convenient for your proposal.

Q6 -The current WeChat verification is under "Aibo Consulting (Beijing) Co., Ltd." Does the business license under this entity include qualifications such as a Food Business License, Import Customs Declaration, or Trademark Registration Certificate?

Answer 6: Aibo Consulting(Beijing) Co., Ltd is the operator of FWS's WeChat account since 2022, therefore they don't have qualifications and license to operate campaigns for the sector cover by this campaign. However the FWS's WeChat account has the licence to operate communication and advertising campaigns in these areas, under the License of the Economic and Commercial Offices of Spain/ICEX , that can be used for the activities related to this campaign.

Q7 - Other ICEX campaigns: *While this project is underway, does ICEX have any other major campaigns already planned? If so, could you share them with us, so that we may better explore potential integration opportunities where appropriate?*

Answer 7: There would be a Spain Food Nation Conference taking place in Shanghai in April-May 2026, that could be included in/covered by this campaign. There will also be a Spanish Pantry event in Shenzhen in September 2026, so already passed the end of the campaign. The normal activities of promotion and information carried out under the Food and Wines from Spain and Spain Food Nation through the WeChat and Weibo accounts will also be continued, as it will be their web page, in the period of the Communication campaign.

QUESTIONS OF AGENCY B

To ensure our proposal aligns perfectly with your expectations, we seek clarification on the following points regarding the "Spain Food Nation" communication campaign:

Q1. For the purpose of our technical proposal, to support and illustrate our creative concepts (e.g., for consumer探店 experiences or partnerships), is it permissible to reference and select example brands from the existing "Restaurants from Spain" and "Colmados of Spain" programs as hypothetical cases? Our understanding is that this would be for conceptual demonstration only at this stage, without the need for us to contact or secure agreements with these specific entities. Is it right?

Answer 1 : Your interpretation is correct: It is permissible to reference and select example brands from the existing "Restaurants from Spain" and "Colmados of Spain" programs as hypothetical cases. And at this stage would only be for conceptual demonstration, as an example for the proposal.

Q2. Brand Partnership & E-commerce Guidance:

A) Partnership Level: Does ICEX plan to invite representative Spanish food/wine brands to participate as "partners" or "exemplars of quality" in this campaign (e.g., providing products for tastings, co-creating content), or will the campaign be entirely ICEX-led, avoiding direct association with any commercial brands.

B) Purchase Guidance: If influencing consumer choice is a goal, are we permitted to include soft guidance on where to purchase? For example, directing consumers to the official "Spain Food Nation" or FWS channels as a trusted sourcing channel?

Answer 2 : ICEX's idea is to make use of relevant personalities and contents related to Spanish brands present in China, where available, while we also intend to reinforce the official SFN and FWS channels. So I would say that the ICEX's intention would go more on line with the Purchase Guidance, allowing

the participation of Spanish brands and products, but without excluding cases of Partnership.

Q3. Definition of "Brand Ambassador": Could you clarify the intended role of a "Brand Ambassador" for this campaign? Is this meant to be a long-term figurehead/spokesperson, or does it refer to a top-tier KOL who will be deeply involved in this specific campaign? Does ICEX have any preferred direction or pre-selected candidates in mind (e.g., Spanish chefs, renowned food critics, celebrities)?

Answer 3: For ICEX, a "Brand Ambassador" is meant to be a long-term figurehead and spokesperson for a Spanish sector, with a strong attachment and lasting loyalty to the sector (rather than just a brand), more than a top-tier KOL, who may be deeply involved in this specific campaign this week, but next week will be participating in another country's campaign and selling the marvels of their products, which will make our campaign less convincing. At the moment, ICEX has no candidates in mind for these roles of Brand Ambassadors, and proposals by the participating Agencies are welcome.

Q4. Launch Event Specifics:

A) Scale & Cities: Is the Launch Event intended to be held in multiple cities (e.g., Beijing, Shanghai, Canton) or one primary city?

B) Brand Involvement: In our suggestions for the launch event, should we consider the involvement of Spanish brands (e.g., for product displays, tastings)?

Answer 4: Launching events for the campaigns should be carried out in the cities where ICEX is present with an Office, being those Beijing, Guangzhou and Shanghai. With regard to Brand involvement, ICEX would consider positive the involvement the Spanish Brands and products present in the Chinese market, though the main objective of these launching events is to make people aware of the campaign and high profile of Spain as a World powerhouse in gastronomy, food and beverage sectors.

Q5. For the financial proposal (Document 3), 5.For the financial proposal (Document 3), would you mind clarify what is the meaning of social network ?

A: A detailed list of each proposed KOL/media channel, including their user profile, geographic reach, links, and individual fee. Social network 1 /2/3/4 is just sample of KOL/media list?

B: A budget allocation summary by target audience segment (e.g., lifestyle, travel, restaurant aficionados, wine enthusiasts) and by platform (e.g., WeChat, Weibo), indicating the proposed budget portion for reaching each segment on each platform.

Answer 5: A “social network” can be defined as a set of nodes or actors (persons or organizations) linked by social relationships or ties of a specified type. In this case the main link would be their love of good food.

Mind that this comes from an example of a Financial Proposal and the level of detail it should include, which should ideally be a mixed of both A and B answers: In this way, the ”budget allocation summary by target audience segment (e.g., lifestyle, travel, restaurant aficionados, wine enthusiasts) and by platform (e.g., WeChat, Weibo)” would be “linked to the list of KOL/media channel, including their user profile, geographic reach, links, and individual fee”.

Q6. Definition of "Trafficking Costs": In the context of this brief, does the term "Trafficking Costs" refer specifically to operational/execution manpower fees for the project, or does it encompass other meanings (e.g., ad serving/platform trafficking fees)?

Answer 6: The only reference to “ trafficking cost” is actually made in the example of the Financial Proposal, and there it was meant to group the “operational cost” of the campaign. But mind that this is only an example and the distribution of cost of the proposal, and their names and titles should be decided by each of the participating agencies.

Q7.Definition of "Anti-fraud Service": Does "Anti-fraud Service" refer to the cost for third-party monitoring and data verification services to ensure

media/KOL delivery quality? If yes, are we required to specify the intended software/tool (e.g., Nielsen, IAS, etc.) in our proposal?

Answer 7: Anti-fraud service refers to the services provided by a third party, monitoring and data verification to ensure media/KOL delivery quality is intended to be in line with the proposal made. ICEX understand that the intended platform, software or tools would be selected by the participating agency, and ICEX will evaluate the quality of the proposal made.

QUESTIONS OF AGENCY C:

Q1.- In the section 2.1. it is explained the requirements of the bidding proposal. We have the following questions:

- Provide the detailed description of the strategy, with a plan of tactics, targets and timeline; the KOLs and Brand Ambassadors that will be associated to the campaign, detailing their Key Performance Indicators, the social media networks and platforms they used, and other relevant performance indicators.

QUESTION1A: To define the campaign strategy, may we know if it is necessary to create new social media accounts or apps belonging to Foods and Wines from Spain, besides the existing official FWS Wechat and Weibo and the FWS website?

Answer 1: No. In ICEX opinion, the FWS and SFN WeChat and Weibo Accounts could be used to give more leverage to the SFN communication campaign, but these accounts should not be replaced by new ones.

- Include a Launching Event for the Campaign, with the assistance of all the KOLs and Brands Ambassadors of the Campaign. May be advisable to make Launching events in other cities in China, may be where there are Economic and Commercial Offices of Spain, namely Beijing, Canton and Shanghai.

QUESTION 2: Does it mean to organize one large launching event inviting all KOLs and brand ambassadors from all cities in China or three individual launching events in Beijing, Shanghai and Guangzhou, inviting all KOLs and brand ambassadors from each city and neighboring cities?

Answer 2: ICEX's idea is to make three individual launching events, one in each of the cities where there is a Economic and Commercial Office of Spain, namely Beijing, Guangzhou and Shanghai, inviting all KOLs and brand ambassadors from each city and neighboring cities.

- Provide the materials to be used in the campaign: videos, ads, articles and other promotional materials, as well as press releases, media alerts, etc. that should help in transmitting a common identity to the Campaign. This design should be in line with the image of the previous campaign of Spain Food Nation in China.

QUESTION 3: We understand that the design of the campaign will follow the Spain Food Nation newly launch image for 2025. Is this correct? What does it mean that “the design should be in line with the image of the previous campaign of Spain Food Nation in China”? Does it refer to the creative design used in 2024? Is there freedom of creative design? Are we allowed to use the existing video materials from Spain Food Nation and FWS to create the videos, ads, etc.? or does the content of these videos need to be produced integrally by the winning bidder?

Answer 3: ICEX's idea is not to create a new design image of FWS, nor for Spain Food Nation, with this Communication Campaign, on the contrary that the Campaign will use the creative designs of previous promotion campaigns, including the one of 202, so that it reinforces the image and the campaigns of Food and Wine from Spain and Spain Food Nation. There would be possible to use existing materials, photos, ads, videos, etc... or a selection of certain parts of them, for this campaign.

- Provide content related to the Campaign for the webpage of FWS (www.foodswinesfromspain.com), as well as for its dedicated sites in Weibo and WeChat, and links and QRs to these sites.

Provide the strategy for engaging the followers and viewers to post about their positives experiences with Spanish Gastronomy and Spanish products, their visits to Spanish restaurants, or when they are enjoying some Spanish tapas... in particular those in certified Restaurants from Spain, or Spanish products found in Colmados of Spain.

QUESTION 4: Regarding the strategy for engaging the followers and viewers, do you mean the followers and viewers of the official FWS Wechat and Weibo accounts? If this is so, may we know the current reach of followers of the official FWS Wechat and Weibo accounts, and the average viewing of posts?

Answer 4: We are not talking about the present followers and viewers of the Official FWS Wechat and Weibo accounts, but the follower and viewers of the new communication campaign of this tender, and how can they be incentivized to post comments about their experience with Spanish Gastronomy. The exit of this campaign will largely depends on us

being able to create a dynamic by which the people who experience Spanish food, restaurants, wines... post their experiences and magnify the effects that the KOLs may have, that way creating an “avalanche” effect.

- 1. Provide a detail social media Communication plan and calendar. The plan should include the creation of posts in the run up, during and post campaign period. Posts on Foods and Wines from Spain on social media accounts are to be completed by the Agency, but must be coordinated and approved by ICEX, following the images of the Spain Food Nation last campaign. ICEX will provide its image manual, and the appropriate logos for the campaign.

2.- Generate general excitement and interest on the activities, events and presentations of the Spain Food Nation prior, during and after de Campaign.

QUESTION 5: What are the activities, events and presentations of the Spain Food Nation for 2026?

Answer 5: In 2026 there would be a set of conferences on Spain Food Nation, in Shanghai, in April-May. There will also be a Spanish Pantry event in Shenzhen (Guangdong), about September, and Spain Food Nation Summit, in November, probably in Guangzhou. There would also be some promotional activities under the banner “Eat Spain, Drink Spain”, along the year 2026 in different locations in China.

- In the section 7. Evaluation criteria, we have some questions regarding the technical proposal. There are 5 points in the Evaluation criteria.

QUESTION 6: Which tasks from the section 2.1. corresponds to each of the 5 points below?:

Answer 6: The correspondence goes like this:

- First point in Evaluation Criteria (A detail description of the strategy...), does correspond fully with the first poin/task in Section 2.1 (Provide the detailed description of the strategy).
- The second point in the Evaluation Criteria (The graphic design of the material ...) will correspond with point/task 3 of the section 2.1 (Provide materials to be used...)
- Third point in Evaluation Criteria (A detailed explanation and plan of action...), will correspond to point 4 of section 2.1 (Provide content related....).
- The fourth point in Evaluation Criteria (A detail report on social media Communication plan and calendar...) corresponds partially to points/tasks 5 (Provide the strategy for engaging...) and 6 (Provide a detail social media Communication...), with the latter taking a higher valuation than the previous.

- Fifth point in Evaluation Criteria (Detailed explanation on how to generate excitement....) corresponds partially to points/tasks 2 (Include launching events for the campaign...) and 7 (Generate general excitement and interest...) of Section 2.1.

- **A detailed description of the strategy, with a plan of action indicating tactics, targets and timeline; the KOLs and Brand Ambassadors that will be associated to the campaign, and social media networks to be used. (Max. 20 points)**

QUESTION 7: This point corresponds to the tasks 1 and 2 from Section 2.1?

Answer 7: Negative. It corresponds fully with task 1 from section 2.1

- **The graphic design of the materials to be used in the campaign: videos, ads, articles and other promotional materials, as well as press releases, media alerts, etc. that should help transmitting a common identity to the Campaign, and the alignment with the image of Spain Food Nation. ICEX will value the quality and ambition of the proposal. (Max. 10 points)**

QUESTION 8: This point corresponds to the task 3 from Section 2.1?

Answer 8: Affirmative. That is correct.

- **A detail explanation and plan of action on how you plan to generate content related to the Campaign for the webpage of FWS (www.foodswinesfromspain.com), as well as for its dedicated sites in Weibo and WeChat. (Max. 10 points)**

QUESTION 9: This point corresponds to the tasks 4 and 25 from Section 2.1?

Answer 9: Negative. This point corresponds exclusively with task 4 of Section 2.1

- **A detailed report on social media Communication plan and calendar, including medias and KOLs and Brand Ambassadors to be used, and a chronogram of the actions to be undertaken. The plan should include the creation of posts in the run up, during and post campaign period, as well as in relation with the launching events. (Max. 20 points)**

- **A detailed explanation on how you plan to generate general excitement and interest on the activities, events and presentations of Foods and Wines of Spain prior, during and after de Campaign. (Max. 10 points)**

QUESTION 10: This point corresponds to the task 7 from Section 2.1?

Answer 10: Point 4 of the Evaluation Criteria, corresponds partially to tasks 5 and 6 of Section 2.1, while this last point corresponds to tasks 2 and 5 of section 2.1

- In the Section 8.1 Proposal content, Document 1, we do not find the reference to include the information regarding the team requirements, where in section 6.3 it is mentioned that “their curriculum vitae must be included in the proposal”.

QUESTION 11: We understand it must be included in the Document 1, is this correct?

Answer 11: Affirmative. As stated in section 6.3, their CV should be included in the proposal, and should be included as an attachment to Document 1.

- In the Section 8.1 Proposal content, Document 3, regarding the Financial Proposal (MS Excel file).

QUESTION 12: We are supposed to include additional rows with costs of other services, whether inhouse or third party. Do we need to prepare an additional sheet within the MS Excel file including the detailed costs for each category of services?

Answer 12: If you consider it necessary, you are certainly allowed to do so. The Financial Proposal should be clear and detailed, but preferably also concise.