ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.
TRADE COMMISSION OF SPAIN IN BEIJING
Dirección: A1-B Gonti Nanlu, Spain Building 6th Floor
Chaoyang District 100020 Beijing, P.R. China

E-mail: tenders@icex.es
Date: 11th June, 2026

REQUEST FOR PROPOSALS

Submission: tenders@icex.es
Closing: 13th July 2026 14:00 hours (Beijing local time)

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in Beijing
Contract number	X159-04-2026
Proposal's request	Agency for a promotion campaign of Spanish pork in China
Timing, dates and number possible of renewals	Signed date until December 31st, 2026 with four (4) possible extensions
Max. budget for contract excluding renewals	EUR 330,000 (three hundred and thirty thousand euros), tax included
Contract value including renewals	EUR 1,650,000 (one million and six hundred fifty thousand euros), Total term + extensions + modifications, tax included
Qualifying prerequisites	- **Financial solvency:** financial accounts for the best of the last three years and minimum of EUR 495,000. - **Technical solvency:** proven track record in agrifood promotion in Mainland China and Hong Kong during the past three years. - **Team requirements**: a minimum of four 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)
Documents to be submitted separately, which together are the proposal	- **The proposal:** Consists of **three (3) separate submissions** that all together represent the proposal. Each individual submission needs to be emailed to this address only: tenders@icex.es by **13th July 2026 14:00 hours** (Beijing local 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 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 9th July 2026 14:00 hours (Beijing local time) to tenders@icex.es

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the **Economic & Commercial Office of Spain in Beijing**, invites companies to submit their proposals for hiring an agency that can design and execute a promotion campaign of Spanish pork products in China.

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.

INTERPORC, the Spanish Agri-food Interprofessional Organization for White Pork, together with ICEX Spain Trade and Investment and the Economic and Commercial Office of Spain in Beijing, plans to conduct in 2026 a promotional campaign in mainland China and Hong Kong for the Spanish white-coated pork sector. INTERPORC is a non-profit organization that represents all links in the value chain of the white-pork production, processing, and marketing. It is the most important interprofessional organization in the Spanish meat industry, given the scale of pork production in Spain. The main objective of INTERPORC is to serve as a useful tool for the entire white-pork industry.

1. PROJECT DESCRIPTION

1.1. Context and background of the sector in China

China is the world's largest consumer and producer of pork. Over the past decade, sector dynamics have been profoundly shaped by the impact of African Swine Fever (ASF), which since 2018 led to a historic reduction of the pig herd and a sharp increase in imports.

Between 2019 and 2021, pork imports reached record highs, driven by a combination of very high domestic prices, strong demand and local production constraints. In this context, the EU consolidated its position as the main supplier, with Spain standing out as the leader in export volume and value thanks to its production capacity, sanitary standards and competitiveness in frozen cuts.

Spain remains the main supplier to the Chinese market; however, as Chinese pork production has recovered since 2022 and domestic prices have fallen, imports have continued to moderate, returning in 2024–2025 to levels similar to those prior to the ASF crisis.

Within the overall decline in imports, different categories show distinct trends:

- Lower value frozen cuts have seen the sharpest declines, as they compete directly with local production and are most sensitive to falling domestic prices.
- Offal, by contrast, has shown notable stability. Despite its lower unit value, it accounts for approximately half of Spain's pork exports to China, driven by strong demand in Chinese cuisine.

- Higher-value products, such as ham, both whole legs and sliced, have performed more steadily and even positively in recent years. Since 2018 the phytosanitary protocol between Spain and China allows to export whole legs with bones, giving a big push to the exports of ham and to their image. Their premium positioning and strong association with Spanish gastronomy give them significant potential as image products and tools for country branding.

China's imports from Spain (EUR thousand)

Product code	Product label	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
0203	Meat of swine, fresh, chilled or frozen	469,827	389,233	325,967	811,012	2,342,512	2,647,211	1,021,290	800,111	560,432	552,037
020649	Edible offal of swine, frozen (excl. livers)	162,889	175,408	156,068	268,277	472,828	590,245	584,653	571,840	522,028	496,311
021019	Meat of swine, salted, in brine, dried or smoked (excl. hams, shoulders and cuts thereof, with ...	1,817	2,082	2,657	7,398	10,522	17,318	19,366	17,809	13,630	14,851
021011	Hams, shoulders and cuts thereof of swine, salted, in brine, dried or smoked, with bone in	0	0	0	2,819	5,964	11,023	20,917	19,155	17,558	17,944

Source: China Customs (data compiled from TradeMap)

In Hong Kong, recent market trends have been relatively stable, albeit with some fluctuation following the 2021 peaks. The territory depends almost entirely on imports, so demand is driven primarily by economic activity, tourism, and the dynamism of the foodservice sector rather than by domestic production or prices. Competition among suppliers has intensified, with countries such as Brazil, Vietnam, and Russia gaining traction in different segments thanks to competitive pricing and/or reliable supply. Hong Kong remains an open, diversified market that is highly oriented toward imported products, with particular weight in premium retail, hospitality, and international gastronomy, factors that continue to offer opportunities for higher value-added products.

1.2. Current situation and opportunities

Despite the recovery in domestic production, the Chinese market shows:

- Increasing segmentation between commodity products and premium products.
- Interest in differentiated cuts and new culinary applications.
- The rise of experiential gastronomy (hotpot, BBQ, Chinese-Western fusion).
- Growing relevance of the foodservice channel as a key influencer.
- A strong impact of the digital ecosystem on product discovery and consumer education.
- Premium positioning of Ibérico products in the Chinese market, with some consumers willing to pay a high price tag.

For its part, Hong Kong, an open market, net importer, and with a significant presence of modern distribution, continues to show:

- High penetration of international products.
- A strong role for hotels and premium retail.
- A well-established gastronomic culture in which in-person tasting is decisive.

- Lower dependence on ecommerce than Mainland China.

These factors call for two parallel strategies that are coherent with each other but adapted to the dynamics of each market.

1.3. Campaign objectives

The main objective is to reinforce the presence and visibility of Spanish pork in China and Hong Kong through an integrated campaign that:

- Enhances recognition of Spain as a safe, high-quality origin.
- Supports importers and distributors in expanding their assortments.
- Increases presence across professional channels (foodservice, culinary schools, hotels);
- Drives consumption and the perception of higher added-value cuts and products.

The following messages should be conveyed to professionals and end consumers bout **Spanish white-pork and pork products**:

- Unique flavor
- Food safety “from farm to table”
- Quality, reliability, and trust
- Nutrition / Mediterranean diet
- Culinary versatility
- Tradition
- Other attributes that the agency may consider relevant for the Chinese consumer

1.4. Target audience

The campaign will maintain a strong B2B orientation, focusing primarily on professional stakeholders who influence the import, distribution, commercialization, and culinary application of pork in China. This includes importers and distributors, category and buying managers in omnichannel retail and digital platforms, as well as chefs, restaurant and hotel F&B teams, culinary schools, and gastronomic opinion leaders (KOLs, KOCs, and trade media). These actors play a decisive role in introducing new products to the market, educating consumers, and shaping culinary and purchasing trends.

While these professional groups remain the core target, the campaign will also generate indirect and complementary impact on consumers, particularly those with an interest in gastronomy and international products. Through activities such as tastings, educational content, and greater visibility of Spanish pork across influential gastronomic channels, the initiative will also reinforce awareness, understanding, and appreciation among end consumers.

In Hong Kong, priorities center on importers, premium retail, restaurants, hotels, and gastronomic media/prescribers capable of generating visibility through in-person demonstrations and activities. Given its characteristics, the territory is particularly suited to tastings, training, and promotion of higher value-added products.

2. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

ICEX Spain Trade and Investment, E.P.E. (ICEX), represented by the Economic and Commercial Office of Spain in Beijing invites interested agencies to submit a proposal for the design and implementation of a **promotion campaign** aimed at strengthening the presence of **Spanish pork** in Mainland China and Hong Kong.

The awarded agency will be responsible for planning, coordinating, executing and reporting on all actions included in the campaign, optimising the available budget and ensuring the operational feasibility of each activity, and delivery of measurable results.

The product to be used in all promotional activities will be **supplied directly by INTERPORC** (the Spanish Interprofessional Organization for White Pork); therefore, agencies must not include product procurement costs in their proposals. The campaign will include **meat and products derived from white- pork, excluding Ibérico products.**

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

2.1. Core scope of the campaign (China Mainland)

The following activities form the core of the campaign and must be implemented by the awarded agency. Proposals should describe each activity in detail—outlining the methodology, timeline, resources and expected impact—and may include additional considerations or creative approaches that strengthen their effectiveness.

a. Seminars and masterclasses for professionals

The campaign will include at least two (2) training sessions targeted at chefs, purchasing managers, F&B teams, distributors and other relevant professional stakeholders.

Content should focus on the culinary use of Spanish pork, the introduction of higher value-added cuts and their adaptation to local cuisine, incorporating specific teaching materials, technical demonstrations and, where appropriate, guided tastings. The seminar should highlight the origin, quality, food safety of Spanish pork and its long tradition in the China market.

The agency will be in charge in hiring a suitable speaker, organizing the seminar, hiring all the necessary materials and suitable venue, and inviting relevant professionals to attend the masterclass.

The seminars will be organised in connection with major sector events in China. SIAL and the China International Meat Industry Exhibition (CIMIE) may be considered among the possible options, although agencies may propose other suitable professional events based on their experience and market knowledge. The final selection of events will be agreed jointly between the parties. Each seminar is expected to gather at least 50 qualified professionals.

b. Collaboration with culinary schools

The Contractor shall design and implement training activities in collaboration with at least, one culinary school in Mainland China.

The campaign will include the design of training modules, workshops or masterclasses for students and instructors in culinary schools. The culinary school should focus on present or future professionals of the HORECA sector. Content will cover, among other topics, cuts and quality standards of Spanish pork, replicable recipes adapted to local cuisine, a ham carving session and an introduction to ham as an ingredient, including its integral use when appropriate (e.g. bones for broths and sauces). These activities help reinforce the technical and professional image of Spanish pork in the market by positioning it as a benchmark of quality within culinary training.

c. Online cooking course and digital culinary content

In addition to the collaboration with culinary schools, the campaign will include a digital course in Chinese hosted on a suitable online platform in Mainland China, aimed at a broader professional audience and, where appropriate, at general users with an interest in culinary content. The course will combine recipe-based instructional videos featuring representative Spanish pork cuts with at least one livestreaming session for professional interaction.

The agency will propose tools to enhance interaction between professionals and may also suggest complementary engagement mechanisms (such as small contests, interactive challenges, or other light-touch dynamics) to increase participation and visibility. All content will be made available through a publicly accessible repository once the campaign concludes, providing a long-term technical reference.

The proposal must explicitly specify the recommended platform or social network for the course, justifying the choice based on the habits and profile of the target audience, the suitability of the format and the availability of meaningful metrics. The agency may also propose additional short-form content and editorial links with other lines of the campaign, such as activating certain recipes during promotional periods. The proposal must include a basic monitoring framework to measure views, retention, participation and professional engagement.

d. Restaurant promotion activities

The campaign will include collaborations with, at least, 10 restaurants to promote the presence of higher value-added cuts and highlight the origin and quality of Spanish pork. While the agency will propose and justify its cooperation agreements, it is recommended to prioritize hotpot and barbecue formats, given their high rotation, strong meat-consumption culture and proven ability to incorporate differentiated cuts into featured dishes or specialized menus.

The proposal should also consider the inclusion of some certified Restaurants from Spain (RFS) establishments, as these already provide a solid base of partners familiar with Spanish products and can help strengthen the visibility and credibility of the campaign. The list of certified Restaurants from Spain can be consulted on https://www.foodswinesfromspain.com/en/certified-restaurants-from-spain/restaurants-and-shops-map .

Actions may include the creation of adapted recipes, menu inclusion highlighting Spanish pork, demonstration sessions and point-of-sale support materials. The agency will monitor each promotion to assess product adoption, performance during the promotional period and potential long-term menu inclusion and will report on these results.

e. Dissemination and visibility

Although the campaign will not focus on creating or managing social media channels, the agency must elaborate at least six (6) press releases(in Spanish and Chinese) and two (2) promotional videos (in Chinese, including subtitles in Chinese), that can be published in Food & Wines from Spain channels in China

2.2. Additional activities

The agency should include additional activities or advertising that help to achieve the goals of the campaign. The agency will prioritize those which, based on its expertise, are most effective, and must justify their relevance, scope and performance indicators. The proposed activities could include, **for example**:

a. Promotion in retail and omnichannel retail

This line focuses on increasing the number of SKUs and improving online visibility of Spanish pork through promotional actions in supermarkets and digital platforms. Given the potentially high cost, the agency should propose budget adjusted options (e.g. small-scale campaigns linked to recipes from the digital course or promotional bundles).

b. Cooperation with hotels

The campaign may include collaborations with mid-to-high-end hotels for premium gifting and gastronomic experiences. These partnerships may involve the inclusion of ready-to-eat products (e.g. pre-sliced ham) as aspirational items in corporate packs or seasonal gifts (such as Golden Week, Mid-Autumn Festival or Dragon Boat), as well as exploring fusion concepts (e.g. local products incorporating Spanish ham) or culinary adaptations that enhance the establishment's differentiation.

c. Outdoor advertising and high visibility digital media

Occasional visibility reinforcements using digital screens or outdoor formats located in areas of professional relevance (trade fairs, wholesale markets, hotels, high-traffic urban hubs). These may be linked to other activities (QR-based recipes, e-tail promotion links, etc.). The agency must justify their relevance and expected reach.

2.3. Specific scope in Hong Kong

Hong Kong operates very differently from Mainland China. It is an open, highly internationalised market with almost total dependence on imported meat products and consumption heavily concentrated in restaurants and hotels. Moreover, online retail plays a significantly smaller role in fresh and meat categories due to the territory's compact scale, and the prevalence of gourmet stores, international restaurants and in-person purchases of high-quality products. As a result, actions must be predominantly physical, targeting the spaces where purchase decisions are made and where origin can be communicated most effectively.

Accordingly, the campaign will combine foodservice-based activities and in-store promotions as complementary channels to strengthen the visibility and trial of Spanish pork in Hong Kong. In the foodservice channel, the objective is to encourage the adoption of higher value-added products through technical demonstrations, guided tastings and collaborations with chefs and F&B teams. At the same time, well-designed in-store tastings and demonstrations in specialised retail outlets will be particularly valued, as they effectively enhance origin visibility and product trial at the point of purchase, provided their scale and cost are suitable for the market. Training activities will also be delivered in person, through workshops in culinary schools, gastronomic centres, hotels or restaurants, ensuring a coherent and practical approach across both channels.

The agency must submit a Hong Kong-specific, budget-adjusted proposal, aligned with the scale and characteristics of the territory and highlighting real market opportunities. Proposals may include other well-justified ideas that complement the above but should explain how these actions will deliver measurable visibility and conversion in a market where physical experience is a key driver of choice.

The Contractor shall ensure that all proposed actions are proportionate to the allocated budget for Hong Kong. Kong (approximately 10% of the contract value) and adapted to the scale and structure of the market.

2.4. Coordination, creativity and reporting

The agency will establish a coordination system with ICEX and INTERPORC that includes regular meetings, along with additional communications as needed to validate materials or address operational issues. It will present the campaign's creative proposals and ensure visual and technical consistency across all materials produced including relevant logos as indicated by ICEX. The agency will prepare activity reports after each relevant milestone, as well as a final end-of-year campaign report summarising the overall performance of the project and suggestions to improve it.

All reports must include clear, verifiable KPIs for each activity, covering aspects such as attendance and professional profile, quality of contact, product adoption or use, reach and views, interaction and retention metrics, and any evidence of continuity. The agency will propose a measurement methodology that enables a robust assessment of the real impact of the campaign and generates insights for potential future editions.

The working language of the reports and coordination will be in English or Spanish.

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 December 31st, 2026.

3.2. Extension. ICEX hereby reserves the right to renew the Agreement with the company awardee for four (4) additional campaigns since the initial Agreement was effected without convening a new tender, The Contract may be extended up to four (4) additional times, subject to the prior written agreement of the Parties. The extensions will be for annual campaigns (2027, 2028, 2029, 2030). Price revisions will not be allowed.

The signing date for the extension will always be at the time the previous promotion services have been positively assessed. The corresponding amount for one additional promotion services year will be offered by the awardee to execute the main contract. No price revisions shall be applied during the extensions period.

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 included): the maximum budget for the execution of the project will be **EUR 330,000.00 (three hundred and thirty thousand euros).** Bids will be made in euros, **excluding taxes**.

However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any.

Proposals exceeding the maximum available budget of EUR 330,000.00 exclusive of taxes, shall not be considered.

ICEX will evaluate the proposals on the basis of the offered prices, excluding taxes.

For all legal and administrative purposes, ICEX is a Spanish public entity based in Spain. Bidders shall include a detailed financial breakdown clearly distinguishing between the price offered and 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, including any applicable taxes. According to the latter the maximum estimated contract value is EUR 1,650,000.00, excluding taxes, and includes the following maximum amounts:

- Main contract maximum budget: EUR 330,000
- Renewal (first) maximum budget for 2027: EUR 330,000
- Renewal (second) maximum budget for 2028: EUR 330,000
- Renewal (third) maximum budget for 2029: EUR 330,000
- Renewal (fourth) maximum budget for 2030: EUR 330,000

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 activities that have been carried out and subsequently approved by ICEX shall be eligible for payment. ICEX reserves the right to request supporting documentation and evidence of the expenses incurred during the campaign.

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 Beijing. The awardee will be entitled to payment for the services provided as set out in the contract.

5.2. Payment currency. Payments to the company will be made in the currency of the Contract, which is euros. 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. ICEX will ensure that payment is made at the end of each month upon presentation of the invoices for the expenses incurred in that month. In no event shall the contract price be exceeded. The invoices will be paid within 30 days of its submission.

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 COMMERCIAL OFFICE OF SPAIN IN BEIJING
A1-B Gonti Nanlu, Spain Buiding 6th Floor
Chaoyang District 100020 Beijing, P.R. China
Email: pekin@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 (3) years. The minimum turnover requirement is an amount of EUR 495,000.00 on the best of the past three (3) years, calculated based on the following financial years (2025, 2024 and 2023; or 2022 if 2025 accounts are not yet available).

6.2 Technical solvency requirements. The company must have a strong and proven track record in executing agrifood promotion campaigns.

The tenderer shall demonstrate experience in the execution of contracts of a similar nature to the subject matter of this contract within the last [3] years in Mainland China and Hong Kong.

For this purpose, the tenderer shall provide a list of contracts performed or currently being performed, enabling the contracting authority to verify the tenderer's technical capacity. For each contract, the following minimum information shall be included:

- Contract or project title;
- Name of the client (public or private entity) and country of performance;
- brief description of the contract scope and services provided, including the general nature of the assignment and main activities carried out;
- Total contract value, and where applicable, the portion attributable to the tenderer in case of joint ventures or subcontracting arrangements;
- Start and end dates, or indication if the contract is still ongoing;
- role of the tenderer in the contract (main contractor, consortium member, subcontractor or other);
- Contact details of the contracting authority or client for verification purposes.

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 CVs submitted must be anonymized. The company must designate a primary contact person that is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, represented by the Economic and Commercial Office.

A minimum of 4 (four) staff members assigned to this project is expected.

- **A Project Director**: 6 years' work experience in team management and in agri-food product promotion.

- **An Event Manager**: responsible for coordinating the events, planning a suitable schedule and planning all the necessary steps for its successful implementation. A proven track record in China during at least 5 years is required.
- **Two (2) analysts**: responsible for assisting the coordinators in the execution of the campaign and preparing all the necessary materials for the execution and tracking of the campaign. Three years of minimum experience executing similar campaigns is required.

The company will notify the Economic and Commercial Office of any changes to the team that may have an impact on the development of the project. Any member leaving the team will have to be replaced with a person that meets the requirements of this briefing.

In the event of a team member replacement, the contractor must provide at least fifteen (15) days' notice and comply with the following requirements:

- Submit a change request explaining the reason for the replacement.
- Submit the CV of the new team member, who must have equal or greater qualifications and experience than the person being replaced.
- Cover the costs associated with knowledge transfer and the overlap between both profiles.
- The appointment, replacement, or removal of any personnel assigned by the contractor must be coordinated in advance with ICEX. Any changes to key personnel may affect the potential renewal of the contract.

The role of each team member assigned to the project must be specified in the proposal. Their anonymized CVs must also be included in the submission.

The contractor must designate a primary point of contact who is fully informed about all aspects of the program, including administrative matters, and who maintains continuous and direct communication with ICEX, represented by OFECOMES Beijing. Regular coordination meetings between the contractor's team and ICEX, represented by the Economic and Commercial Office in Beijing, shall be held to monitor project progress. Such meetings may take place by videoconference.

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 Beijing 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.

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

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.	
a) Detailed plan (max 5 points): Assessment of the overall consistency and integration of the proposal, including the coherence between objectives and proposed actions, the synergies among different components of the campaign, the logical structure and clarity of the presentation, and the company's plan to successfully implement the project.	**5**
b) Seminars for professionals (max 5 points): ICEX will assess the quality of the proposed seminar programme, including the relevance of topics and,profile and suitability of the proposed speaker(s). Evidence of an appropriate professional database and a clear methodology to secure qualified attendance will be valued.	**5**
c) Collaboration with culinary schools (max 10 points): ICEX will assess the number, relevance and suitability of the proposed institutions, the quality and depth of the proposed training content, the coherence of the cooperation (modules, materials, delivery) and its practical applicability, as well as the estimated reach and engagement of participants	**10**
d) Online cooking course (max 15 points): ICEX will assess the suitability of the platform and technical means to ensure delivery against objectives, as well as the quality and appeal of the proposed course structure. The ambition and credibility of KPIs (views, retention, participation, professional engagement) and the means to achieve them will be valued.	**15**
e) Promotion in restaurants (max 15 points): ICEX will assess the number and suitability of participating restaurants to achieve the campaign goals, the proposed timeframe to maximise impact, the visibility of Spanish pork within the actions, and the plan to assess impact.	**15**
f) Additional activities (max 10 points): ICEX will value the quality and degree of ambition of the proposed additional activities, their integration with the core plan, the relevance of proposed KPIs, and the means to achieve them.	**10**
g) Hong Kong activities (max 10 points): ICEX will value the quality and degree of ambition of the activities proposed for Hong Kong, their integration with the rest of the campaign, the suitability of KPIs, and the approach to delivering them in a predominantly in-person market context.	**10**
TOTAL	**100**

The elements of the Technical Proposal - other than price - will be scored as follows:

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

8. CONTENTS OF PROPOSALS

8.1. **Proposal content.** Bidders are expected to present a proposal that includes **three (3) separate documents (Administrative Requirements -Document 1-; Technical Proposal -Document 2-, and Financial Proposal -Document 3-)**, as detailed below. Proposals that miss any of the said documents will be considered incomplete and excluded.

IMPORTANT: The price contained in the Financial Proposal must ONLY be included in Document 3. Shall it be included in Documents 1 or 2; the offer would be excluded from the tender.

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. Please use the sample acceptance letter attached to this document as an **Annex**.
- **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 (3) years** in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than EUR 495,000 in the best of the last three years (2025, 2024 and 2023; or 2022 if 2025 accounts are not yet available).
- Bidders must clearly state in their offer if they use any of these options (joint ventures, subcontracting) to meet the requirements providing documentation that legally demonstrates the extent and seriousness of the relationship.

8.3. **Document 2: Technical Proposal (PDF file).** The technical proposal should not make any reference to price.

In order to facilitate the understanding and assessing of the technical proposal, we suggest bidders to organize the proposal document following the structure of technical proposal criteria (7.1: II, a, b, c, d, e, f, g), notwithstanding that other issues of value will be included. One page should summarize the KPIs to achieve.

All competing companies must present additionally a letter of acceptance signed by culinary schools and restaurants that will cooperate in the campaign as proof that they commit themselves to participate

IMPORTANT: The Technical Proposal must not exceed 20 pages (A4, single spacing, minimum 10-pt font), excluding the cover page, table of contents, annexes, letters

of acceptance, CVs and the Excel files. Any content beyond this limit will not be evaluated. Tables and figures count toward the page limit, and external links do not replace the information required in the document.

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.

a. **Taxes.** ICEX will evaluate the Financial Proposal based on the prices offered, excluding taxes. Therefore, the proposals should include a breakdown with the price offered, where taxes are clearly separated.
b. **Currency.** The proposal will be drafted in **EURO.**

9. SUBMISSION OF PROPOSALS

9.1. **Invitation to tender.** ICEX, represented by the Economic & Commercial Office of Spain in Beijing, will send this briefing to different companies. The briefing will also be published on the ICEX website- *Perfil del Contratante* - and will also be published on the website of the Economic & Commercial Office of Spain in Beijing.

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 14:00 hours (Beijing local time) on the date indicated at the first page of the document. Proposals not submitted within the deadline will be automatically excluded.

a. **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).
b. **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.
c. **Language.** The proposal will be drafted and presented in English or Spanish.
d. **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.** 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 vie 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 14:00 hours (Beijing local time) on the date indicated at the first page of the document 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.

10. PROCUREMENT BOARD

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

President	Alfonso Noriega Gómez	Chief Economic and Commercial Counsellor – Economic and Commercial Office of Spain in Beijing
Substitute	Estefanía Roncero Fernández	Commercial Counsellor- Economic and Commercial Office of Spain in Beijing
Member	Ernesto Negredo Pascual	Economic and Commercial Counsellor – Economic and Commercial Office of Spain in Beijing
Substitute	Javier Blázquez Arenas	Commercial Attaché – Economic and Commercial Office of Spain in Beijing
Member	María Naranjo Crespo	Director for the Agrifood Industry
Substitute	Salomé Martínez Aparicio	Deputy Director for the Agrifood Industry
Member	Lidia Escribano García	Head of Department Food and Beverage Department
Substitute	Lidia Martínez	Head of Sector Food and Beverage Department
Secretary	Pedro Patiño Segura	Deputy director of Procurement
Substitute	Isabel Arias Elvira	Member of the Procurement Department

In Madrid, on the date of the signature

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

Elisa Carbonell Martín
Chief Executive Officer
ICEX Spain Trade and Investment, E.P.E.

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. **Cancelation, 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 cancelation 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.

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 2013[1], and Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021and, 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