

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

TRADE COMMISSION OF SPAIN IN SHANGHAI

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E-mail: tenders@icex.es

Date: April 02, 2026

REQUEST FOR PROPOSALS

Submission: tenders@icex.es

**Closing: April 13, 2026,
15:00h (CET)**

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in Shanghai
Contract number	X071-07-2025
Proposal's request	Create, manage and develop an official account on Rednote for Spain Fashion from Spain in order to enhance their positioning in the Chinese market.
Timing, dates and number possible of renewals	From the date the contract is signed until 31 st December 2026. Possible renewal up to 4 additional campaigns depending on objectives and market development.
Max. budget for contract excluding renewals	EUR 29,000 (twenty-nine thousand euros), tax included
Contract value including renewals	EUR 145,000 (a hundred forty-five thousand euros), Total term + extensions + modifications, tax included
Qualifying prerequisites	<ul style="list-style-type: none"> - Financial solvency: financial accounts for the best of the last three years and a minimum of EUR 43,500. - Technical solvency: proven track record in digital marketing and Chinese fashion industry during the past five years. - Team requirements: a minimum of 6 staff members with specific knowledge and at least 3 years' experience in Chinese fashion industry and digital marketing, and a designate primary contact person. <p>Agency must have offices in China and Spain with ability to execute programs in priority fashion markets.</p>
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	<ul style="list-style-type: none"> - The proposal: Consists of three separate submissions that all together represent the proposal. Each individual submission needs to be emailed to this address only: tenders@icex.es by April 13, 15:00h (CET). All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service. - The three submissions: <ol style="list-style-type: none"> 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 April 5, 15:00h (CET), to tenders@icex.es

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in Shanghai, invites companies to submit their proposals for Spain Fashion – Rednote Communication 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 at nearly 100 **Economic & Commercial Offices** located in Spanish embassies and consulates all over the world.

1. PROJECT DESCRIPTION

To appoint a marketing management agency to create, plan, organize and manage the official Rednote account for the promotion of Spain Fashion for a period of approximately nine (9) months.

2. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

The Scope of the contract is based on an approximate of ten brands. The agency will be in charge of:

1.1 Account creation and setup of Fashion:

- Create and verify the official account of Fashion from Spain in Rednote. This process includes completing all necessary registration and verification steps as required by the platform, ensuring that the account is recognized as the official representative of Fashion from Spain. The account must adhere to all platform guidelines and be fully functional for engagement with the target audience upon completion of the verification process.
 - Set up the profile pages with complete and accurate information about ICEX and the Economic and Commercial Office of Spain in Shanghai. This includes, but is not limited to, detailed descriptions of ICEX and the Economic and Commercial Office of Spain in Shanghai, its role, objectives, contact details, IP address (either in Spain or China). The profile must effectively communicate the mission and values of both ICEX and Economic and commercial office of Spain in Shanghai to the target audience, and all information must be reviewed and approved prior to publication to ensure compliance with official standards and accuracy.
- **1.2 Content strategy guidelines for the official account of Fashion:**
 - Develop or adapt high-quality visual and written content in Chinese, which resonates with the Chinese target audience. All content must align with the

branding and messaging guidelines established for the Spain Fashion initiative. Visual materials should be aesthetically pleasing and adhere to professional standards, while written content should be compelling, well-researched, and appropriately localized to resonate with the audience. The content should be industry specific and feature product highlights, industry trends and brand stories.

- Develop and maintain a comprehensive monthly editorial calendar that outlines scheduled content postings focused on the Spanish market. The calendar must be delivered during the first month to clearly indicate the publication dates for each brand and the timing of planned actions, allowing for proper tracking and oversight. In the event of any changes, the calendar must be updated accordingly and resubmitted.
- Communication between the agency and ICEX shall be continuous and efficient, with the possibility of holding meetings or calls whenever matters of relevance or importance need to be addressed. In such cases, the scheduling of these interactions shall respect ICEX's availability, meaning they must take place within the official working hours of the Economic and Commercial Office of Spain in Shanghai.
- ICEX will act as an intermediary; therefore, all communication between the selected agency and the participating brands shall be conducted via email, with the designated ICEX representatives copied in all correspondence to ensure full visibility of communications between the parties. Should the communication platform proposed by the agency not be inclusive, intuitive, or user-friendly for the Spanish brands, ICEX reserves the right to mandate that all communication be carried out exclusively via email, and that all content transfers be conducted through WeTransfer.
- All content received, processed, or produced by the agency must be reviewed and validated by the Spanish companies at least forty-eight hours before it is uploaded, who will provide the corresponding feedback. ICEX must be copied in all such communications to ensure that the integrity and reputation of the account is safeguarded. ICEX reserves the ultimate right to approve the content, unless explicitly stated by ICEX the content is approved and can be uploaded.

1.3 Management of posts and campaigns

- SPAIN FASHION:

-Publish a minimum of two posts per brand on a monthly based on materials provided by ICEX and the participating brands, incorporating a creative approach.

-Guarantee a minimum of 12 horizontal posts allocated to general institutional content, thematic campaigns, cross-brand storytelling, sector positioning, and special activations at the discretion of ICEX such as 520, 618, Double 11, Chinese Valentine's Day, Chinese New Year, among others—created from scratch.

Collaboration with Influencers and Partners:

-Develop and schedule a minimum of two KOL/KOC's posts per brand each year. The content of these posts should be created by the KOL/KOC's,

-Identify and collaborate with minimum of 2 KOL/KOCs repost of content to expand brand reach. Conduct thorough research to identify KOL/KOCs within the fashion industry who align with the Spain Fashion brand values and target audience. The agency is responsible for establishing collaborations with these KOL/KOCs to expand the brand's reach and visibility on Rednote. These

collaborations should be strategically chosen to maximize engagement and brand exposure, leveraging the KOL/KOC's established networks and credibility within the fashion community. All proposed KOL/KOC partnerships must be evaluated based on their relevance, follower demographics, and potential impact on the campaign goals.

-Engage in collaborations with fashion industry KOL/KOCs who possess a minimum of 25,000 followers on their social media platforms, ensuring these influencers meet the criteria set by ICEX. All potential KOL/KOC partnerships must be submitted to ICEX for prior approval before any agreements are finalized. The agency is responsible for negotiating terms, coordinating content creation, and managing the influencer relationship to ensure that the collaborations are aligned with the campaign objectives and brand messaging.

-The KOC's content should be reviewed and approved by both the agency and ICEX to maintain consistency and compliance with brand guidelines. It will oversee agreements with partners and brand ambassadors, including drafting contracts, setting terms and deliverables, and ensuring all commitments are met. The agency is responsible for coordinating joint campaigns, maintaining regular communication, resolving issues, and aligning activities with the overall marketing strategy to optimize campaign outcomes.

1.4 Media boosting for the Fashion account:

- Propose a precise target audience and reach it through multiple dimensions: development of tags, feed posts, KOL/KOC content, etc.
- Improve the visibility of the account. The agency must set measurable objectives for the campaign, it will then be tracked by handing a quarterly report to the Office of the account performance and a monthly report for each individualize brand, with copy to the Office. This report must include standard KPIs to measure social media performance such as: Impressions, followers' growth, comments, engagement, etc. If the objectives are not met, the agency must reevaluate and adapt its strategy to reach them.
- The reports should include both raw data and insightful analysis that explains the significance of the metrics, highlights successes, identifies challenges, and recommends actionable strategies for future improvement.
- Engage proactively within the Rednote community by participating in relevant discussions, interacting with other users' content, and contributing to group activities or trending topics. These activities should be aimed at enhancing the visibility of the 'Spain Fashion' account, fostering a strong community presence, and increasing overall engagement with the target audience.

1.5 Search advertising strategy for the Fashion account:

- Increase exposure and conversion of Spanish brands through the exploitation of Rednote's search engine.
- The agency must research, identify and use the most effective keywords and hashtags to reach a broader audience and align with the current trends in the fashion industry.
- The agency must develop a variety of keywords and hashtags including core industry keywords as well as branding specific longtail keywords and integrate them naturally through the content.

1.6 Compliance with regulations and policies for the Fashion account:

- Ensure that all activities, content, and campaigns associated with the Fashion from Spain account on Rednote are fully compliant with the platform's regulations and policies, as well as all applicable local laws and regulations in China. The agency is responsible for staying up to date with any changes in Rednote's guidelines and

local legal requirements, ensuring that all published content, interactions, and promotional efforts adhere to these standards. This includes, but is not limited to, content approval processes, advertising regulations, intellectual property rights, and consumer protection laws. Any potential compliance issues must be identified and addressed promptly to mitigate risks and maintain the integrity of the brand's presence on the platform.

1.7 Customer service and support for the Fashion account:

- Provide comprehensive assistance and support to users of the Spain Fashion account, addressing inquiries related to products, services, and any additional questions they may have. The agency is responsible for maintaining a responsive and helpful customer service approach, ensuring that all user interactions are handled promptly and professionally. Support should include providing accurate information about products and services, assisting with any technical or usage issues, and guiding users through any necessary processes, such as product recommendations or purchasing options. The agency must ensure that all responses are aligned with the brand's messaging and maintain a positive and informative tone, fostering trust and satisfaction among the account's followers.
- Provide guidance and support to the participating companies to ensure they understand the workflow, operational procedures, and any requirements related to the project. The agency shall maintain fluid communication and offer timely assistance whenever the companies need to provide information or seek clarification. A maximum response time of 24 hours is expected for all inquiries from participating companies, ensuring they receive complete, accurate, and helpful information.

1.8 Brand Protection for the Fashion account:

- Monitor the brand's reputation on the platform. Continuously monitor the brand's reputation on Rednote to ensure that the Fashion from Spain maintains a positive and respected presence. The agency is responsible for tracking user feedback, comments, and discussions related to the brand, as well as identifying any potential risks to the brand's image. Regular reporting on the brand's reputation should be provided, including insights on public perception and any emerging trends or issues that may affect the brand. The agency should proactively address any negative sentiments or misinformation, working to reinforce the brand's positive image.
- Manage crises and resolve public image issues if any controversy arises. Implement and execute a crisis management plan in the event of any controversy or public image issues related to the Fashion from Spain brand on Rednote. The agency is responsible for swiftly addressing the situation, including identifying the root cause, responding appropriately to public concerns, and mitigating any negative impact on the brand's reputation. This may involve issuing public statements, coordinating with ICEX for an official response, or engaging directly with affected users to resolve the issue. The goal is to effectively manage the crisis, minimize damage to the brand's image, and restore public trust and confidence as quickly as possible.
- Provide ICEX with all necessary materials and access to relevant platforms or spaces required for content creation. This includes ensuring that ICEX has the appropriate tools, resources, and permissions to develop and publish content independently if needed. The agency is responsible for coordinating with ICEX to facilitate smooth content creation processes, including the provision of high-quality images, videos, templates, or any other assets necessary to maintain consistency with the Fashion from Spain brand. Additionally, the agency should ensure that ICEX has access to the designated online spaces or platforms where the content

will be posted, along with any technical support required during the content creation and publishing process.

CORE OBJECTIVES

The **core objectives** for creating a Rednote account for the Economic and Commercial Office of Spain in Shanghai to promote the Fashion from Spanish market would be:

1. Increase Visibility of Fashion from Spain:

- Position Spanish products as a high-quality option in the Chinese market. Strategically as a premium, high-quality option within the Chinese market. The agency is responsible for crafting messaging and content that highlights the superior quality, innovative formulations, and unique benefits of Spanish products. This includes emphasizing the rigorous standards of production, the use of high-grade ingredients/elements, and the rich heritage of Spain's industry. All marketing efforts should aim to differentiate Spanish products from competitors, establishing them as a preferred choice for discerning consumers who value quality and originality.
- Promote the authenticity and exclusivity of Spanish brands. Develop and execute a promotional strategy that emphasizes the authenticity and exclusivity of Spanish brands. The agency should focus on storytelling that highlights the unique origins, cultural significance, and artisanal craftsmanship behind these brands. Marketing campaigns should underscore the distinctiveness of Spanish products, positioning them as exclusive offerings that also embody a deep connection to Spanish tradition and innovation. The goal is to create a strong brand identity that resonates with Chinese consumers, fostering a sense of desirability and trust in the authenticity of the products.

2. Generate Product Awareness and Education of Fashion from Spain:

- Inform Chinese consumers about the unique origin of Spanish products. Educate Chinese consumers about the quality, originality and unique production processes that define Spanish products. The goal is to build consumer awareness and trust by providing transparent and informative insights into what makes Spanish products stand out in the market.
- Share stories and educational content about the history and innovation of Spanish brands. Develop and share compelling stories and educational content that explore the rich history and ongoing innovation of the Spanish brands. The agency should create narratives that connect the heritage and tradition of Spanish products practices with modern advancements and breakthroughs in the industry. This content should be designed to engage and inform the audience, offering a deeper understanding of how Spanish brands have evolved and why they continue to be a source of innovation and excellence. By highlighting the legacy and forward-thinking nature of Spanish brands, the agency aims to foster a deeper appreciation and affinity for these products among Chinese consumers.

3. Foster Customer Engagement and Loyalty for Fashion from Spain:

- Regularly interact with users through comments, responses, and participation in the Rednote community. Maintain active and consistent interaction with users on Rednote by responding promptly to comments, engaging in discussions, and participating in relevant community activities. The agency is responsible for fostering a sense of community and building relationships with followers by providing thoughtful and personalized responses to user comments and messages. Additionally, the agency should actively participate in discussions within relevant groups and threads, positioning the 'Fashion from Spain' brand as a knowledgeable

and approachable presence within the platform. This continuous interaction is crucial for increasing user loyalty and enhancing the overall brand experience.

- Create engaging and relevant content that encourages active user participation. Develop and publish content that is not only informative and visually appealing but also designed to encourage active participation from users. The agency should focus on creating content that prompts users to like, comment, share, and engage in discussions, such as interactive posts, polls, questions, and challenges. This content should be closely aligned with the interests and preferences of the target audience, ensuring it resonates and fosters a sense of connection with the brand. The goal is to build a vibrant and engaged community around the 'Fashion from Spain' brand on Rednote, driving higher levels of user interaction and loyalty.
4. **Collaborate with Influencers and Brand Ambassadors for Fashion from Spain:**
- Identify and collaborate with relevant Chinese influencers who can help promote Spanish products. Conduct thorough research to identify Chinese influencers who align with the values and target audience of the Fashion from Spain brand. The agency is responsible for selecting influencers who have a strong presence in the fashion sector and who can effectively communicate the value proposal of Spain products to their followers. These influencers should be evaluated based on their engagement rates, follower demographics, and overall credibility in the market. Once identified, the agency will establish and manage collaborations with these influencers to enhance the visibility and appeal of Spanish brands among Chinese consumers.
 - Conduct joint campaigns and promotions with these influencers to increase reach and credibility. Design and execute joint campaigns and promotional activities in collaboration with selected Chinese influencers to maximize the reach and credibility of the Spanish brands. The agency is responsible for coordinating with influencers to create tailored content that highlights the strengths and benefits of Spanish brands, ensuring that the messaging aligns with both the brand's objectives and the influencers' unique voice. These campaigns should leverage the influencers' established audiences to drive awareness, engagement, and conversion, positioning Spanish products as desirable and trustworthy options in the Chinese market. The agency should also monitor and report on the performance of these campaigns to ensure they meet the desired impact.
5. **Optimize Sales and Conversions for Fashion from Spain:**
- Design marketing campaigns that drive traffic to online and offline sales platforms for Spanish brands. Develop and implement strategic marketing campaigns aimed at directing traffic to both online and offline sales platforms where Spanish products are available. The agency is responsible for crafting campaigns that integrate various channels, including social media, digital advertising, and in-store promotions, to maximize visibility and encourage consumer action.
6. **Collect and Analyse Market Data for Fashion from Spain:**
- Monitor and analyse market trends and consumer preferences in the fashion sector. Continuously monitor and analyse emerging market trends and evolving consumer preferences within the fashion sectors, both globally and specifically within the Chinese market. The agency is responsible for conducting regular market research, gathering data from various sources, including industry reports, social media insights, and consumer feedback. This analysis should focus on identifying shifts in demand, popular product categories, and emerging consumer behavior's that could impact the positioning of Spanish products. The goal is to maintain an up-to-date understanding of the market landscape to ensure that marketing strategies remain relevant and competitive.
 - Use this data to adjust strategies and improve the effectiveness of marketing campaigns. Leverage the insights gained from market trend analysis and consumer

preference data to refine and optimize marketing strategies for Spanish products. The agency is responsible for making data-driven adjustments to ongoing campaigns, including tweaking messaging, targeting, and promotional tactics to better align with current market conditions and consumer interests. This proactive approach aims to enhance the effectiveness of marketing efforts, ensuring that campaigns resonate with the target audience, achieve higher engagement rates, and ultimately drive better sales outcomes. Regular evaluation and iteration based on this data will be essential to sustaining the success of marketing initiatives.

7. **Build a Strong and Positive Brand Image:**

- Highlight the quality, innovation, and sustainability of Spanish brands. Develop and implement marketing strategies that emphasize the superior quality, cutting-edge innovation, and commitment to sustainability of Spanish products. The agency is responsible for crafting content that showcases the meticulous production processes. Additionally, the agency should highlight the sustainability efforts of these brands.
- Create a consistent brand narrative that resonates with the values and expectations of Chinese consumers. Develop a cohesive and compelling brand narrative for Fashion from Spain that aligns with the values and expectations of Chinese consumers. The agency is responsible for ensuring that all marketing materials, campaigns, and communications consistently convey this narrative, which should emphasize the authenticity, heritage, and innovation of Spanish brands. The narrative should be carefully crafted to resonate with the cultural and aesthetic preferences of the Chinese market, integrating key themes such as quality, tradition, modernity, and luxury. By maintaining a consistent and relatable brand story across all platforms, the agency aims to build strong emotional connections with the target audience, enhancing brand loyalty and recognition.

8. **Facilitate Access to Spanish Products:**

- Ensure that Chinese consumers have access to clear and comprehensive information regarding where and how they can purchase Spanish products. The agency is responsible for creating and disseminating content that outlines the various purchasing options available, including online e-commerce platforms, physical retail locations, and any special events or stores. This information should be easily accessible through the fashion from Spain channels, such as social media posts, website pages, and promotional materials, with detailed instructions or links to facilitate the purchasing process. The objective is to remove any barriers to purchase by providing straightforward and user-friendly guidance.
- Actively promote the use of official distribution channels for purchasing Spanish products to guarantee authenticity and quality for consumers. The agency is responsible for identifying and highlighting these authorized channels, whether they are specific online retailers, official brand stores, or certified partners. Marketing campaigns should emphasize the importance of buying through these channels to avoid counterfeit products and to ensure that consumers receive genuine, high-quality items. Additionally, the agency should work to build trust by educating consumers on how to recognize official channels and the benefits of purchasing through them, thereby reinforcing the brand's commitment to authenticity and customer satisfaction.

Strategies and tactics:

- **Content Marketing:** Create engaging content such as product reviews, and behind-the-scenes stories.
- **Influencer Marketing:** Collaborate with Chinese influencers for reviews or live demonstrations.

- **Social Media Engagement:** Actively interact with followers through comments, messages, polls, and contests.
- **Localized Content:** Tailor content to fit Chinese cultural preferences and relevant local events.
- **Search Engine Optimization (SEO):** Optimize posts with relevant keywords and hashtags to improve visibility.
- **Paid Advertising:** Utilize advertising options to target specific demographics and highlight unique product features.
- **Data Analytics:** Track key metrics like engagement rates and conversions to refine strategies.
- **E-commerce Integration:** Directly link content to e-commerce platforms for seamless purchasing.
- **Brand Storytelling:** Develop a compelling brand narrative highlighting the quality, history, and innovation of Spanish products.

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

3. TERM AND EXTENSION OF THE AGREEMENT

- 3.1. Term.** The described services in the contract will run from the date the agreement is signed by both parties until 31st Dec 2026.
- 3.2. Extension.** ICEX hereby reserves the right to renew the Agreement with the company awarded for additional periods of twelve (12) months each, up to a maximum of four (4) additional years from the date the initial Agreement was affected, without convening a new tender, provided that both contracting parties agree in accordance with the contractual provisions. Price revisions will not be allowed.

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

4. BUDGET

- 4.1. Maximum Budget (all tax included):** the maximum budget for the execution of the project will be up to **EUR 29,000 (twenty-nine thousand euros)**. Bids will be made in euros **including taxes**. **However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any.**
- 4.2. Estimated contract value:** The estimated total contract includes the value of the contract and the value of its possible extensions of its modifications, excluding any applicable taxes. According to the latter, the total estimated total contract value of this contract is of a maximum of EUR 145,000 including taxes, which includes the following maximum amounts:
- Main contract maximum budget: EUR 29,000.
 - Renewal (first) maximum budget for 2027: EUR 29,000
 - Renewal (second) maximum budget for 2028: EUR 29,000
 - Renewal (third) maximum budget for 2029: EUR 29,000

- Renewal (fourth) maximum budget for 2030: EUR 29,000

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 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 Shanghai.

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.

First Payment: 30% of the first payment will be made upon receipt of the following deliverables:

- A comprehensive plan for the whole year's activities.
- Successful creation and approval of the official account in Rednote.
- Completion and delivery of the promotional content for the first month.

Monthly Payments: 60% of the total contract amount will be paid in equal monthly payments, corresponding to the services rendered during each respective month, and payable on the last day of each month throughout the contract term. Each monthly payment shall be subject to the submission of supporting evidence reasonably demonstrating the work performed during the relevant month.

Final Payment: The remaining 10% will be paid at the end of the contract, after the delivery and approval of a detailed final report of all activities performed and results achieved.

All payments will be made via bank transfer to the account specified by the agency.

The agency must issue an invoice for each payment, which must be approved by the client before proceeding with the payment.

ICEX reserves the right to review and approve all activities and results presented by the agency before making the final payment. Any discrepancies or breaches of the agreed terms must be resolved before the release of the final payment.

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 Shanghai
2503, 1788 Nanjing west road, Jing An, Shanghai, China
shanghai@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 an amount of EUR 43,500, on the best of the past three years.

6.2 Technical solvency requirements.

The selected Marketing Management Agency should specialize in comprehensive digital marketing strategies tailored for international brands aiming to establish and expand their presence in the Chinese market. They should demonstrate proficiency in leveraging platforms like Rednote to enhance brand visibility, engagement, and sales conversions among Chinese consumers.

The technical capability of the Agency shall be demonstrated by submitting examples of works of similar scale and scope, executed specifically in China in all or some of the last five years. Works submitted should indicate dates and location of execution and include examples.

The Agency must have the human and material resources necessary for the successful execution of the campaigns outlined in this brief.

Agencies that do not include all needed and requested documentation in their offer / proposal that meets all the agency profile requirements will be excluded.

6.3 Team requirements. The role of each team member assigned to this project shall be specified in the tender. In addition, their curriculum vitae must be included in the proposal. The company must designate a primary contact person that is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, represented by the Economic and Commercial Office.

A minimum of 6 staff members assigned to this project is expected.

The Agency 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, as represented by the Client.

Agency must have offices in China and Spain with ability to execute programs in priority fashion markets.

It is expected that all key team members assigned by the Agency to the contract have specific knowledge, professional expertise and at least 3 years' experience in the Chinese fashion industry and in digital marketing. Any changes of key team members must be communicated in advance to the Client.

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. Any changes of key personnel could affect its potential renewal. If the staff assigned to execute the contract varies by more than 20% throughout the term of the contract and its possible extensions, it may not be extended.

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

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

7. EVALUATION CRITERIA

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

EVALUATION CRITERIA	
	Scores (Max.)
I. Price competitiveness of the tender	30
<p>The agency with the lowest total price will receive the highest score of the item, and the rest will obtain the proportional score.</p> <p>Most economical offer = maximum score.</p> <p>Rest of the offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) X maximum score per criteria.</p> <ul style="list-style-type: none"> Financial Proposals that exceed the maximum available contract budget will not be considered. 	30
II. Technical Proposal	70

<ul style="list-style-type: none"> • ICEX will assess the quality of the proposed plan and the extent to which it satisfies most efficiently the objectives of the events, assigning points to each of the components of the Technical Proposal, as described below. • Technical Proposals that do not receive at least 30 points in this section will be automatically excluded. 	
<p>Fulfilment of Communication Objectives</p> <p>The extent to which the Proposal meets our requirements as set out in this brief, according to the following breakdown:</p>	
<p>Scope and feasibility of action plan.</p> <p>We will evaluate the proposed plan and timeline for the Rednote account to determine the extent to which it is realistic, clear, and includes all the elements listed in Section 1</p>	10
<p>Creativity and innovation of content ideas.</p> <p>We will evaluate the originality of ideas and their alignment with our brand, Fashion from Spain.</p>	15
<p>Strategic thinking behind the content plan.</p> <p>We will evaluate the clarity of objectives, understanding of the target audience, and the storytelling in the posts to captivate the audience.</p>	15
<p>The extent to which the Proposal is perceived to reinforce the Fashion from Spain and Spanish brands.</p> <p>We will evaluate whether the Proposal offers positive brand reinforcement: Spain Fashion: Recognition of the broader landscape of Spanish fashion, through understanding the culture, artisanal and contemporary design values</p>	20
<p>Other additional services or actions offered (without additional cost) which are not specified in the Request for Proposal such as other competitors account analysis, public relations management with local media, etc.</p>	10
TOTAL	100

The elements of the proposals - 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; Technical Proposal, and Financial Proposal)**, as detailed below. Proposals that miss any of the said documents will be considered incomplete and excluded.

8.2. Document 1: Administrative Requirements (PDF file). All competing companies must present an electronic file in PDF format, comprising the following documents:

- **Acceptance letter.** All bidders are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and condition stipulated in the present briefing.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last 3 years, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work was undertaken. A minimum **experience of three years** in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than EUR 43,500 in the best of the last three years.
- **Team CVs.** Bidders must provide the CVs of the team members who will be in charge of the campaign, in order to verify that they meet the required professional profile and experience.
- 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.

Document 2: Technical Proposal (PDF file). The technical proposal should not make any reference to price. All competing companies must present a work proposal, that includes the action plan with a timeline and a detailed breakdown of the actions.

8.3. Document 3: Financial proposal (MS Excel file). All competing companies must submit their financial proposal clearly broken down into the following components:

a) Fixed project fee

A lump-sum amount covering overall project management, strategic design, coordination, common activities, reporting, and all structural tasks that are not directly dependent on the number of participating companies.

b) Variable fee per participating company

A unit price applicable per company effectively enrolled in the programme. This fee must include two deliverables per month per company.

Proposals must clearly and separately indicate both the fixed and variable costs per participating company. A detailed cost breakdown shall be provided, considering a participation range of 5 to 10 companies. The combined total amount resulting from the fixed and the variable component under this scenario must not exceed the total available budget. Failure to provide a clear and compliant breakdown may result in the proposal being excluded from the evaluation process.

8.3.1. Taxes. ICEX will evaluate the Financial Proposal based on the offered prices, excluding taxes. Therefore, the proposals should include a breakdown with the price offered, where taxes are clearly separated.

8.3.2. Currency. The proposal will be drafted in euros.

9. SUBMISSION OF PROPOSALS

- 9.1. Invitation to tender.** ICEX, represented by the Economic & Commercial Office of Spain in Shanghai, will send this briefing to different companies. The briefing will also be published on the website of the Economic & Commercial Office of Spain in Shanghai.
- 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 April 13, 15:00h (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 Spanish or English.
- 9.2.4. Acceptance of terms.** Submission of a proposal and participation in this tender implies the express acceptance by the competing companies of all the clauses contained in this brief.
- 9.3. Amendment of proposals.** Once competing companies have submitted their proposals, ICEX will not accept the submission of any amendments, additions or corrections, unless the latter result from a clarification requested by ICEX.
- 9.4. Clarification of proposals.** Competing companies meeting the administrative requirements of the present brief may be invited by ICEX to clarify specific aspects of their technical or financial proposals, which will be done in written.
- 9.5. Compliance of proposals.** All competing companies submitting a proposal should be aware that the Legal Services of ICEX will review the documentation submitted by each company, to ensure compliance with every requirement set in this brief. Non-compliance with any of the requirements established in the present brief will result in the automatic disqualification of the company concerned.
- 9.6. Assessment of proposals.** The document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing company has been verified to comply with every requirement set in this brief, will the document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, the document 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.
- 9.7. Selection of company.** A decision will be made as soon as possible from the published proposal due date. The decision will be notified via e-mail to all competing companies, in order to enable the selected company to begin work promptly.
- 9.8. Contact persons.** Questions related to this briefing might be addressed in written form until April 5, 15:00h (CET) 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	Luis Mayoral Gabaldón	Creative Industries Department, ICEX Headquarters
Substitute	Blanca Carbonell Arroyo	Head Fashion Industries Sector, ICEX Headquarters
Member	Mercedez Nogal Anduro	Fashion Department, ICEX Headquarters
Substitute	Eva María Pulido	Deputy Director, Fashion, Habitat, and Cultural Industries Department, ICEX Headquarters
Secretary	Pedro Patiño	Deputy Director of Procurement. ICEX Headquarters
Substitute	Isabel Arias	Member of the Procurement Department. ICEX Headquarters

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

María Simó Sevilla
Chief Economic and Commercial Counsellor
Economic and Commercial Office of Spain in Shanghai

ADMINISTRATIVE CLAUSES

1. FINANCIAL PROPOSAL CALIFICATIONS

Disproportionate or anomalous bid. Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous. Bids will be considered disproportionate or anomalous when:

- The financial proposal is 20% below the maximum budget, in case there are fewer than three bidders.
- The financial proposal is 10% under the arithmetic mean of the bids submitted, in case there are three or more bidders. Notwithstanding, the most expensive bid will be excluded, when calculating the arithmetic mean.

Whenever a bid is considered disproportionate or anomalous, the interested party will be requested to justify their proposal, its terms and conditions, within the 72 hours following its notification. Having received the plea or the aforesaid time limit having expired, ICEX

will decide, upon technical advice if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

Tiebreaker Criteria. In the event of a tie in the score obtained by two or more bidders, it will be resolved by applying the social criteria stated below, in order and referred to at the end of the deadline for submission of proposals. The supporting documentation for the tiebreaker criteria referred to in this clause will be provided by the bidders at the time the tie occurs, and not previously.

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

2. OBLIGATIONS

- a. **Technical Quality.** The company awardee shall be responsible for the technical quality of the work and services it may carry out during this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate methods, or incorrect conclusions in the performance of the contract. In particular, the company awardee shall be responsible for:
- Ensuring that both the development and the result of the services and work which has been contracted to carry out comply with the quality specifications required by ICEX.
 - Compliance with the time-limits agreed with ICEX in each case.
 - Omissions, errors, incorrect conclusions, or inappropriate methods that it may recommend and implement during the term of this contract.
 - The personnel forming part of the project team assigned to the development and performance of the Contract, with the company bearing sole liability in employment matters for the conduct and operation of the above-mentioned team.
 - The processing of any information and data made available to it.
- b. **Copyright and information rights.** The intellectual or industrial property rights for all works created by the company, as well as all the information gathered by the latter on behalf of ICEX in connection with this contract shall belong to ICEX, at no extra cost, upon payment of all relevant consultancy fees and expenditure herein agreed. This includes the right to use, reproduce, modify, distribute publicly and via online media. Said rights will be on a global basis and throughout the maximum period of copyright protection, for all the file types, in any format or language, and with all the effects determined by the law.
- i. All materials produced are the property of ICEX, including any intellectual property, printed materials, photography, website, videos and other offline and online publications.
 - ii. The company awardee will ensure that all vector files of materials produced, in any medium or format, are delivered to ICEX. This includes all original and edited photography, video, and social media files, which the company

- guarantees have been produced for ICEX and are not owned by third parties.
- iii. The company shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as the said claim is based on the allegation that the work carried out by the company within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes an undue appropriation of trade or industrial secrets belonging to third parties.
- c. **Confidentiality.** The company awardee is obliged to maintain professional confidentiality with regard to the information and documentation provided by ICEX for the performance of the services. This obligation shall remain in force both during and after the end of the activities to which the contract related, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status. This clause shall not apply to information that is (i) in the public domain, (ii) already known to the party receiving it, (iii) disclosed in compliance with court orders or under legal obligations.
- i. The company shall only permit access to the confidential information to those persons who have a need to know it for the purposes of carrying out the activities and services under the contract. The company shall be responsible for ensuring compliance with the confidentiality obligations by the personnel in its employ and by any persons or entities working in collaboration with the company or subcontracted by it.
 - ii. The company also undertakes not to use any confidential information belonging to ICEX to which it may have access for its own or private purposes or for any other purposes.
 - iii. Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal actions against the company for any liability that might be applicable.

3. CANCELLATIONS

- a. **Termination.** ICEX reserves the right to unilaterally terminate the contract if the services are not performed by the company in accordance with the instructions received from ICEX, if any of the deadlines applicable to the company are not met, or if there is any failure to fulfil the obligations established in the contract. All of the above is without prejudice to any claims for damages that might arise.
- b. **Cancellation, postponement or modifications of actions.**
 - i. **Cancellation.** In the event of cancellation of an event, ICEX shall solely satisfy the expenses incurred by the company from the date of the contract (and in connection with the same) until the date of a formal notice of the cancellation by ICEX. To be reimbursed, the company must submit all documentary invoices of the expenses incurred up to that date.
 - ii. **Postponement.** In the event that the said action is postponed due to sanitary conditions and the subsequent National, Provincial or Local restrictions in place, the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible, in order to postpone the events to the nearest possible date. More precisely, a formal or informal governmental provision applicable to the city of celebration of the event that limits the number of expected visitors to half of the required, constitute grounds for postponement of the events. Additionally, the

placement of cumbersome sanitary requirements to visitors and exhibitors (quarantines, sanitary tests, etc.), that could limit the attendance to the events, constitute grounds for their postponement.

- iii. **Modifications.** In the event that the sanitary or travel restrictions in place limit or impede the celebration of one of the events at a suitable date the parties will try to reach an agreement in good faith to modify the scope or place of the activity.

4. CONTRACT AND JURISDICTION

To solve any dispute, disagreement, issue or claim which may arise from the performance of the Agreement executed with the Awardee of this tender, the matter will be referred to Ordinary Courts and Tribunals of Madrid (Spain), expressly waiving any other jurisdiction. The language used in any dispute shall be Spanish. Spanish legislation shall be applicable to the contents of this Tender.

5. DATA PROTECTION

To solve any dispute, disagreement, issue or claim which may arise from the performance of the Agreement executed with the Awardee of this tender, the matter will be referred to Ordinary Courts and Tribunals of Madrid (Spain), expressly waiving any other jurisdiction. The language used in

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

The affected interested parties may exercise their rights of access, rectification, deletion, opposition, limitation of processing, portability by contacting Parties. In case you consider that your data protection rights have been violated, you can contact the Authority on Data Protection.

6. EUROPEAN FUNDING

European Regional Development Fund (ERDF). This project can be subject to financing of the European Union through the European Regional Development Fund. The successful tenderer will be obliged to comply with the information and advertising obligations set out in Annex XII, section 2.2. of Regulation (EU) 1303/2013 of the European Parliament and of the Council of 17 December 2013¹, and, in particular, the following:

- In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Regional Development Fund.

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>

- 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”.