

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.
 TRADE COMMISSION OF SPAIN IN NEW YORK
 405 Lexington Avenue, 47th floor
 New York, NY 10174
 E-mail: tenders@icex.es

Date: January 23, 2026

REQUEST FOR PROPOSALS

Submission: tenders@icex.es
Closing: February 6, 2026
(11:59 pm EST/GMT-5)

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in New York
Contract number	X054-01-2026
Proposal's request	Organization of the Spain- US Business Summit 2026 in Massachusetts
Timing, dates and number possible of renewals	Signed date until April 30, 2026, or failing that upon conclusion of the Spain- US Business Summit 2026 and submission of the final list of participants and the final technical report, whichever occurs first. - No extensions
Max. budget for contract excluding renewals	100,000 USD (one hundred thousand USD), tax excluded
Contract value including modifications	114,000 USD (one hundred fourteen thousand USD), Total term + modifications, tax excluded
Qualifying prerequisites	<ul style="list-style-type: none"> - Financial solvency: financial accounts for the best of the last three years and minimum of 100,000 USD. - Technical solvency: proven track record in organizing events, programs and forums targeted at the business and/or institutional community during the past three years in Massachusetts. - Team requirements: a minimum of 2 (two) staff members and a designate primary contact person
Points to be assigned based on evaluation of your proposal	Price (max 30 points), Technical - incl. Team (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 11:59 pm (EST/GMT-5) on February 6, 2026. 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/ Team) 3. Financial offer (price) and automatic criteria
Contact for questions	Only written questions by email before January 30, 2026 (11:59 pm EST/GMT-5) to tenders@icex.es

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Trade Commission of Spain in New York, invites companies to submit their proposals for the provision of services for the organization of the **Spain- US Business Summit 2026** in **Massachusetts** under the supervision of the Contracting Authority

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** (Trade Commissions) located in Spanish embassies and consulates all over the world.

1. PROJECT DESCRIPTION

1.1. Project description.

The Spain–US Business Summit 2026, organized by ICEX and the Trade Commission of Spain in New York, that will take place in Massachusetts is a high-impact event connecting Spanish and American companies to explore investment and partnership opportunities in the Life Sciences and Fintech sectors. The event aims to:

- Highlight Spain’s strategic interest in the Boston innovation hub.
- Foster new partnerships and strengthen institutional and corporate ties.
- Provide insights into Boston's Life Sciences and FinTech ecosystems.
- Facilitate connections for ongoing collaboration and investment.

The Summit will feature an official opening ceremony, panel discussions, informational sessions, and dedicated networking activities.

Participating Spanish companies may also apply for a tailored B2B meeting agenda with potential local partners, enhancing their U.S. market visibility. ICEX, in coordination with the Trade Commission of Spain in New York, will select Spanish participants based on the commercial viability of their projects in the target market.

1.2. Provisional schedule.

The Spain-US Summit 2026 will be organized over two consecutive days in **Massachusetts** (Boston or Cambridge). The following **provisional schedule** will guide the structure of the event and shall be implemented by the contractor, subject to confirmation and final adjustments by the Contracting Authority.

The event is tentatively scheduled to take place on the following dates: **Monday, April 13, and Tuesday, April 14, 2026**. However, it could be extended to the morning of April 15 if any of the planned B2B meetings between companies had to be postponed.

The event is expected to **host approximately 150 to 175 companies, high-level institutional representatives, investors, and key stakeholders from the Life Sciences and FinTech ecosystems of both Spain a US**. The bidder shall ensure that all proposed venues and meeting rooms are adequately sized, fully equipped, and compliant with applicable health, safety, and accessibility regulations.

All spaces must be suitable for plenary sessions, parallel meetings, and networking activities, and shall be of a standard and quality commensurate with the high-level profile of the institutional representatives and other attendees. The venues shall provide appropriate technical infrastructure and an environment consistent with an international, high-level professional event.

Furthermore, the bidder shall provide catering services for breakfasts, lunches, and/or dinners, as required, ensuring that such services are appropriate in terms of capacity, quality, and service standards for the expected number of participants.

Day 1 – Afternoon only - The first day of the forum will take place in the afternoon and shall include at least:

- Registration of participants and networking with institutional representatives, companies, stakeholders, speakers, investors and academic partners.
- Welcoming session.
- A high-level panel/session/discussion with participation of representatives from Massachusetts public authorities, academic partners, business organizations and the private sector from Spain and the United States (US).
- A networking reception immediately following the panel, including appropriate catering services, designed to foster informal interaction and contacts among participants.
- The event shall preferably be held at a prestigious institution or research center located in Massachusetts.

Day 2 – Full day -The second day will follow the structure below:

- Registration of participants and networking, including a welcoming coffee.
- Opening session, which may include welcome remarks, introductory speeches and the screening of a short institutional video provided by the Contracting Authority.
- Fireside chat between the highest institutional representative from Spain and a US counterpart from academia or a high-level economic authority.
- Panel with Spanish and US companies from the selected sectors (life sciences and fintech) focusing on their practical experience in developing and operating their businesses in the US and Spain respectively
- Networking coffee-break.
- First block of simultaneous sectoral panels (e.g. two parallel sessions on priority sectors to be defined by the Contracting Authority).
- Networking lunch.
- Second block of simultaneous sectoral panels in the afternoon (again in parallel tracks on sectors to be agreed).
- Dedicated B2B meetings in the afternoon, organized in accordance with the matching arrangements described in the B2B section of these specifications, ensuring the required minimum participation of local companies. These meetings shall preferably take place on April 14. However, depending on the availability of participating companies, some meetings may be brought forward to April 13 or postponed to the morning of April 15.

The services shall include the provision of a Master of Ceremonies/Moderator for day 2 from the start of the event with de Opening Session until the networking coffee-break

The contractor shall submit a **detailed draft program** for approval by the Contracting Authority, specifying the exact timings, room allocation, venue capacities, and sequencing of all activities described above and specified in section 2.

Any additional activities proposed by the contractor in the draft program submitted as part of the technical proposal, provided they are deemed relevant to the objectives of the event, may be considered positively in the evaluation of bids.

The selection of venues that are relevant to institutional stakeholders or to the business, technology, or scientific community in Massachusetts shall also be positively assessed as part of the evaluation process.

The contractor's ability to identify and secure relevant and high-profile panelists from the event's target sectors, as well as the strength of its network of contacts within the business, financial, scientific, and institutional communities in Massachusetts, shall be evaluated as part of the bid assessment.

In addition, the contractor's capacity to design and coordinate B2B meeting agendas shall also be subject to evaluation.

2. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

The successful tenderer, **under the supervision and coordination of the /Contracting Authority**, shall be responsible for the following:

2.1. Overall event management

- Deliver a detailed event implementation plan and timeline covering all sessions in the agenda (opening, plenaries, sectoral panels, B2B meetings, networking moments, and side events), under the supervision of the Contracting Authority.
- Provide a dedicated project manager as main point of contact before, during, and after the forum, including regular coordination meetings and written progress reports.
- Develop and maintain a consolidated event run-of-show with timings, room allocations, speaker flows, and contingency plans for delays or cancellations.
- The contractor shall ensure the provision of a Master of Ceremonies/Moderator for day 2 from the start of the event with de Opening Session until the networking coffee-break

2.2. Venue and logistics in Boston/Cambridge

- Identify, propose, and pre-reserve suitable venues in Boston or Cambridge for both April 13 and 14 for all plenary and parallel sessions, networking areas, B2B meetings including a VIP room and a staff room (e.g. central location, adequate capacity, simultaneous break-out rooms, accessibility, cloakroom). The venue or venues must be of a high standard, suitable for a national business event and well-located for easy access by public and private transport.
- Negotiate and manage venue contracts (rental, security, set-up/tear-down windows, cleaning, furniture, and overtime) and act as liaison with venue management.
- Plan and coordinate on-site logistics: room layouts, signage and wayfinding, registration area, badges, seating plans (including VIP and speakers), coat check, and crowd flows during coffee breaks and lunches.
- Any venue selected and/or contracted and any activity to be carried out will require prior approval from the Trade Commission of Spain in New York.

- All cost associated with the provision, use, rental and insurance of the venue shall be borne entirely by the bidder and shall be deemed included in the contract price.

2.3. Technical production and AV

- The contractor shall provide, install, operate, and dismantle all audiovisual and technical equipment required for the proper execution of plenary sessions, sectoral panels, and B2B meeting rooms. This shall include, at a minimum, projection systems, screens, sound systems, microphones, and on-site technical staff, as well as recording services where expressly requested by the Contracting Authority.
- The contractor shall ensure the availability of appropriate equipment and technical support for video screenings and live presentations, including prior technical checks and rehearsals with speakers, and full compatibility with commonly used presentation formats and devices. All necessary technical tests shall be carried out on the day prior to the event to ensure the proper functioning of all equipment. Likewise, all required rehearsals shall be conducted with the staff who will be present during the event.
- The contractor shall engage the services of a professional photographer to cover all days of the event and shall also provide professional audiovisual recording services for those sessions designated by the Contracting Authority, for the purposes determined by the latter, including, in particular, a reel for publication through social media and a wrap-up video. Technical requirements will be provided by the Contracting Authority.
- The contractor shall be responsible for obtaining any permits or authorizations required for the use of amplified sound or other technical activities in Boston or Cambridge, in compliance with applicable municipal regulations.
- All costs associated with the provision, use, rental, operation, and insurance of technical and audiovisual equipment and the photographer and recording equipment and staff shall be borne entirely by the bidder and shall be deemed included in the contract price.

2.4. Catering and hospitality

- Organize catering for welcoming coffee, coffee breaks, networking lunches, and networking cocktails in line with the program, including menu design, service staff, rentals, and clean-up.
- On April 13, the catering shall include the provision of Spanish wine and beer. The contractor shall ensure that all required licenses or permits for the service of alcohol under Massachusetts regulations are obtained in advance, in coordination with the Contracting Authority.
- Accommodate dietary requirements (e.g. vegetarian, vegan, allergies, religious restrictions) and provide clear labelling.
- All costs associated with the provision, use, rental, operation, and insurance of the catering service shall be borne entirely by the bidder and shall be deemed included in the contract price.

2.5. Registration and participant management

- Set up and manage a digital registration system (online form, confirmation emails, waiting list if needed) and generate periodic registration statistics.
- Operate on-site registration and accreditation for both Spanish and US companies and representatives (badge printing, welcome desk staffing, information point) for all days of the event. The contractor shall provide 2 days prior of the event the list of the Spanish participants and staff for printing the badges.

- Manage communications with registered participants on practical information (venue access, transport, agenda updates, security instructions).
- The contractor shall provide the Trade Commission of Spain in New York with information on participants as they preregister for the event, according to a reporting schedule to be agreed in advance between the contractor and the Trade Commission
- The contractor is required to provide the Trade Commission of Spain in New York with the list of registered attendees prior to the event. Within **10 days** following the conclusion of the event, the company shall submit a complete list of attendees, including all contact details collected during registration, in the format specified by the Trade Commission.

2.6. Speakers and delegation support

- Coordinate logistical arrangements for speakers and VIPs (briefings, arrival and check-in, dedicated contacts, speaker ready-room, transport between venues if applicable). All such arrangements shall be carried out in coordination with, and subject to the prior approval of, the Contracting Authority.
- Support the Contracting Authority in the collection and management of speaker materials (bios, photos, presentations) and integrate these into programs, signage, and AV systems, in accordance with the formats and visual guidelines approved by the Contracting Authority, including the use of logos as determined by the Contracting Authority.
- Prepare, in coordination with the Contracting Authority, draft talking points and practical notes for moderators and session chairs (not the political content, but timing and format instructions), ensuring these are aligned with the authority's instructions and approved by the Contracting Authority.
- The forum shall feature a combination of high-level public sector representatives from Massachusetts, senior private-sector executives, and experts from relevant sectors (e.g. infrastructure, clean energy, life sciences, technology and innovation). All participation shall be coordinated with, and subject to approval by, the Contracting Authority.
- Speakers shall be at senior management or political level (e.g. state-level authorities, C-suite executives, partners, directors, or equivalent), with proven experience in international business, transatlantic cooperation, or the sectors selected for the panels.
- The program should seek the participation of representatives from Massachusetts state authorities and, where appropriate, relevant local authorities (Boston and/or Cambridge), such as representatives of the Governor's Office or other senior state officials, subject to availability and invitation by the Contracting Authority.

All communications and materials related to speakers, panels, and associated activities shall be done, in accordance with formats and wording approved by the Contracting Authority and including all logos specified by the Contracting Authority.

2.7. B2B meetings and side events

The contractor shall provide all services necessary for the successful implementation of the B2B meetings program, including but not limited to the following:

- Design and manage the B2B meetings in such a way that the participation of a minimum number of local companies (established in Massachusetts) is guaranteed, this number to be determined by the Contracting Authority, giving priority to the sectors promoted and a balanced presence of local and international companies.

- Identify, invite and mobilize local companies to participate in the B2B program, including targeted outreach actions through business associations, chambers of commerce, clusters and other relevant local stakeholders.
- Design individualized B2B agendas for up to a maximum of twelve (12) Spanish companies, each including an optimal number of four (4) to six (6) meetings, duly validated by the participant and the Trade Commission of Spain. Any deviation from this minimum must be expressly justified and authorized.
- Prior to the preparation of the agendas, the contractor shall hold coordination meetings with each participating Spanish company, together with the Trade Commission of Spain in New York, in order to identify specific business interests and define the desired partner profile. Based on this information, the contractor shall identify and contact suitable U.S. companies and institutions, ensuring compliance with the sectoral and geographic priorities established by the Contracting Authority.
- The contractor shall prepare these agendas in close coordination with the Trade Commission of Spain in New York, providing regular updates on the progress of the work according to a reporting schedule to be agreed in advance. Draft agendas shall be submitted in accordance with an agreed delivery schedule allowing for an initial review, an intermediate review, and final validation by the Trade Commission of Spain in New York. Final agendas shall be delivered no later than six (6) calendar days prior to the Spain–US Business Summit.
- Additionally, the preparation of each agenda shall actively involve the Spanish company for which the meetings are being organized, ensuring that its objectives, priorities, and requirements are fully reflected. Once finalized, the agendas shall be submitted to the Trade Commission of Spain in New York, which shall be responsible for distributing them to the companies.
- Prepare a descriptive profile for each US company participating in the B2B meetings with Spanish companies. Each profile must include, at a minimum, the company’s background (including key financial data) and a professional profile of the representative attending the business rounds.
- Following the event, the contractor shall submit a final technical report detailing the companies contacted, the meetings held, and the participation breakdown between local and international companies.
- Quality Assurance and Liability. The bidder is solely responsible for the technical quality of the services provided. This includes ensuring all deliverables meet the Contracting Authority quality standards, strictly adhering to established deadlines, and ensuring the accuracy of data and methodologies applied. All services will be performed under the direct supervision and coordination of the Contracting Authority.
- Intellectual Property and Confidentiality. All intellectual and industrial property rights arising from the work performed, as well as any information gathered during the execution of this contract, shall belong exclusively to ICEX.

2.8. Communication, branding, and materials

- Implement the visual identity provided by the Contracting Authority on all event materials (including stage backdrops, rollups, podium signage, badges, programs, and digital assets) ensuring full compliance with copyright and branding guidelines and with prior approval of the Contracting Authority.

- Set up basic event information web pages or sections (if requested) and manage content updates, in line with accessibility and privacy standards, ensuring that all content is reviewed and approved by the Contracting Authority prior to publication.
- All communications printed or digital materials, and promotional content related to the event shall be done following formats and wording approved by the Contracting Authority and including all logos specified by the Contracting Authority.
- The contractor shall coordinate all aspects of communication and branding with the Contracting Authority, who shall have the right to review and approve any materials or messages before publication.

2.9. Compliance, insurance, and permits

- Obtain, in coordination with the Contracting Authority and venue, all necessary local permits and licenses for the event in Boston or Cambridge (e.g. special event permits, entertainment licenses if applicable, food and sanitary permits, and any outdoor or amplified sound authorizations).
- Ensure that all subcontractors (caterers, AV, security) comply with Massachusetts and municipal regulations, including health and safety rules, and maintain required licenses.
- Hold and provide evidence of adequate insurance coverage (general liability, event insurance, and, where relevant, liquor liability) naming the Contracting Authority and/or venue as additionally insured if required.

2.10. Staffing and on-site coordination

- Provide sufficient staff (as needed) for registration, ushering, speaker assistance, room management, and technical liaison throughout the event.
- Establish an on-site coordination center and lead daily coordination briefings with venue, security, catering, and the Contracting Authority.
- Implement an incident and risk-management protocol, including contact lists, escalation procedures, and basic medical/first-aid coordination with the venue.

2.11. Budget management and reporting

- Prepare a detailed cost breakdown (venue, AV, catering, staff, materials, permits, insurance, and contingencies) and manage the event within the approved budget. No additional costs will be incurred beyond the figures presented in this proposal.
- Track and reconcile all event-related expenses and provide final financial documentation as requested by the Contracting Authority.
- Produce a concise post-event report including participation statistics, feedback summaries if collected, and lessons learned for future editions.

3. TERM 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 **April 30, 2026**, or failing that, upon conclusion of the Spain- US Business Summit 2026 and submission of the final list of participants (with all contact details collected during registration) and the final technical report to the Contracting Authority (section 2.7 - preparation of B2B agendas), whichever occurs first.

4. BUDGET

- 4.1. Maximum Budget (all tax excluded):** the maximum budget for the execution of the project will be **100,000 USD** (one hundred thousand USD) excluding taxes. Bids will be made in USD **excluding taxes**.

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

This service/activity can be subject to European Union's partially or completely financing through the Recovery and Resilience Facility (RRF) at least until June 30, 2026 but, in the event that it proves to be ineligible by the European authorities, this contract is guaranteed by the Contracting Authority's general budget.

- 4.2. Estimated contract value:** The estimated total contract includes the value of the contract and the value of its possible modifications, excluding any applicable taxes. According to the latter, the total estimated total contract value of this contract is a maximum of **114,000 USD** excluding taxes, which includes the following maximum amounts:

- Main contract maximum budget: 100,000 USD
- Modifications to the contract: 14,000 USD. Foreseeable reasons that could lead to a modification of the contract's value include: the need to broaden the scope of the activity or change the venues of the event.

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

5. PAYMENTS AND INVOICES

- 5.1. Contract Amount.** Only the activities, budgets and procedures included in the Contract will be binding for the Parties. No expense on behalf of ICEX can be incurred by the company before the date of signature of the corresponding contract and prior approval of ICEX, as represented by the Trade Commission of Spain in New York.

- 5.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is **USD**. 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.** Payments shall be made as follows:

- An advance payment of 20% of the total contract amount upon signature of the contract.
- A payment of 40% of the total contract amount within the ten (10) days prior to the event.
- The remaining 40% of the total contract amount upon completion of the event and following submission of the final list of attendees (including all contact details collected during registration) and final technical report (specified in section 2.7. regarding the preparation of B2B agendas) to the Trade Commission of Spain in New York.

All payments shall be subject to receipt of the corresponding invoice and to acceptance by the Contracting Authority of the services provided.

5.5. Invoice details. All the invoices should be addressed to:

ICEX España Exportación e Inversiones, E.P.E.
CIF Q2891001F
405 Lexington Ave., 47TH Floor
New York, NY 10174

The company's invoice will contain the following elements:

Company letterhead / logo
Address
Date
Invoice number
VAT number / Tax Identification Number (TIN)
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 best of the last three years. The minimum turnover requirement is an amount of 100,000 USD for the best of the past three years.

6.2 Technical solvency requirements. The company must have a strong and proven track record in organizing events, programs and forums targeted at the business and/or institutional community in Massachusetts.

The technical solvency of the company shall be demonstrated by submitting similar activities carried out during the past three years in Massachusetts.

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

A minimum of two (2) staff members assigned to this project is expected.

- **Project manager:** Minimum of 5 years' experience in managing international business, investment, or innovation-related events or programs. Full English competence required; Spanish is desirable. He or she must be fully engaged with the organization of the event (the project manager must not be a mere supervisor).
- **Additional team member:** minimum of 2 years' experience in program design and content coordination for business or innovation events. Full English competence required. Spanish is desirable. Proactive and customer oriented. Additional team members will be assessed only if they meet the minimum 2 years proven track record in the tasks required.

The company will notify the Contracting Authority 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.

The company team will regularly hold meetings with the team of the Contracting Authority 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. To be included in Document 3 – Financial Proposal		30
<ul style="list-style-type: none"> The offer with the lowest budget will receive the highest score of the item, and the rest will obtain the proportional score. <p style="margin-left: 40px;">Most economical offer = maximum score.</p> <p style="margin-left: 40px;">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> Financial Proposals that exceed the maximum available contract budget will not be considered. 		
II. Technical Proposal – To be included in Document 2		50
<p>The contracting authority 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.</p> <p>The technical proposal provided will be assessed as follows:</p> <ul style="list-style-type: none"> i) Proposed event program, specifying, among other details, description of the activities and its sequencing, detailed agenda with exact timings, room allocation and venue capacities, proposed formats (panels, roundtables, networking sessions) and identification of potential panels and indicative panelists. The degree of adequacy will be valued to a maximum of 10 points. ii) Network of Contacts and strategic partnerships: Quantity and quality of the bidder’s network of contacts in the life science and/or fintech ecosystems in Massachusetts, including: ability to identify and secure participation of high-profile speakers, panelists and institutional representatives; existing relationships with business, financial, scientific, academic, and public-sector stakeholders; evidence of previous successful collaboration with relevant organizations or individuals in the target sectors. To be valued: personal role, number and relevance. Maximum 10 points. iii) Quality of the B2B Matchmaking and Agenda Design Approach. 		

<p>Evaluation of the approach proposed for identifying, selecting, and engaging suitable U.S. companies and institutions. To be valued: the robustness of the process for designing, validating, and finalizing B2B agendas, including quality control mechanisms and flexibility to adapt to participants' needs. Maximum 10 points.</p> <p>iv) Communication and marketing plan to promote the event among relevant stakeholders and potential partners of interest to Spanish companies, including channels and outreach strategy. Degree of adequacy will be valued up to a maximum of 5 points.</p> <p>v) Suitability and relevance of the proposed venues, considering: alignment with the institutional, business, technological, or scientific profile of the event; reputation and symbolic value of the venues within the Massachusetts ecosystem; quality standards appropriate for a national-level business and institutional event. The submission may be accompanied by photographs of previous events organized by the bidder in the proposed or similar venues, which can serve as visual support demonstrating the adequacy and quality of the locations. Degree of adequacy will be valued up to a maximum of 8 points.</p> <p>vi) Previous experience managing programs aimed at Spanish companies seeking to engage with the business and investment community in Massachusetts. To be valued: number of programs. Maximum 5 points.</p> <p>vii) Added-value activities (maximum 2 points). Relevance and quality of any additional activities proposed that contribute to the objectives of the event. These added value activities should not involve any additional extra cost to the Contracting Authority and must be clearly specified in the proposal. Maximum 2 points.</p> <p>Bidders will be assessed based on the quality, relevance, and verifiability of the evidence provided for each criterion.</p> <p>Technical Proposals that do not receive <u>at least 25 points</u> in this section will be automatically excluded.</p>	
<p>III. Team Proposal – To be included in Document 2 (Technical Proposal) 20</p>	
<ul style="list-style-type: none"> • Beyond the minimum requirements, the team members will be assessed as follows: <ul style="list-style-type: none"> i) Project manager (fully engaged with the project): Maximum 16 points. <ul style="list-style-type: none"> • Experience managing international business and delegations, investment, or innovation events. To be valued: number and relevance of companies participating in the programs. Maximum 8 points. • Knowledge of the relevant industries. To be valued: personal role, entrepreneurship and relevance. Maximum 4 points. • Experience working with Spanish businesses and institutions. To be valued number and relevance of previous projects. Maximum 4 points. ii) Additional team members: Maximum 4 points. <ul style="list-style-type: none"> • Experience in events and program design for business or innovation events. To be valued: number and relevance. Maximum 2 points. 	

<ul style="list-style-type: none"> • Experience coordinating panels, speakers, and moderators. Maximum 2 points. 	
TOTAL	100

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

0% of allocated points	Not enough information
1% up to 25% of allocated points	Almost adequate
26% up to 50% of allocated points	Adequate
51% up to 75% of allocated points	Very good
76% up to 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 events 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** is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than 100,000 USD in the best of the last three years.
- Bidders must clearly state in their offer if they use any of these options (joint ventures, subcontracting) to meet the requirements providing documentation that legally demonstrates the extent and seriousness of the relationship.
- **Documentation evidencing beneficial ownership** (requested as it is an activity eligible for funding by the Recovery, Transformation and Resilience Plan). In addition to the documentation to be included in the bid, the contracting body will request documentation evidencing the beneficial ownership of the tendering companies in the event that a black flag is detected by the 'MINERVA' tool, as regulated for this purpose in ORDER HFP/55/2023, of 24 January, on systematic analysis of the risk associated with conflicts of interest in the procedures implementing the Recovery, Transformation and Resilience Plan (PRTR).

All competing companies must provide this information in the form of a document providing proof of beneficial ownership, issued by the competent body in the

relevant foreign country. The information will be stored in accordance with the regulations on the protection of personal data.

In addition to this document, bidders must complete all requested data in Annex 1 and include the completed Annex 1 in Document 1.

Failure on the part of the tendering companies to submit documentation evidencing their beneficial ownership, in the manner and by the deadline indicated in the request made by the contracting body before the tenders are evaluated will be grounds for exclusion from this procedure

8.3. Document 2: Technical Proposal (PDF file). The technical proposal **should not make any reference to price**. All competing companies must present a detailed technical proposal that include all the services specified in section 2, as well as the team assigned to the project, along with an indication of each person's role and detailed CVs.

8.4. Document 3: Financial proposal (MS Excel file). All competing companies must present a financial proposal, including a detailed budget for the project and its breakdown for each area of activity.

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

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

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

9. SUBMISSION OF PROPOSALS

9.1. Invitation to tender. ICEX, represented by the Trade Commission of Spain in New York, will send this briefing to different companies. The briefing will also be published on the website of the Trade Commission of Spain in New York.

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 **February 6, 2026, no later than 11:59 pm (EST/GMT-5)**. 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 the Contracting Authority.

9.2.3. Language. The proposal will be drafted and presented in English.

- 9.2.4. Acceptance of terms.** Submission of a proposal and participation in this tender implies the express acceptance by the competing companies of all the clauses contained in this request for proposals.
- 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 request for proposals 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 request for proposals. Non-compliance with any of the requirements established in the present request for proposals 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 **January 30, 2026** (11:59 pm EST/GMT-5) only through the e-mail tenders@icex.es. In the interest of fairness, any questions by competing companies, as well as the corresponding answers by ICEX, might be shared with all other companies.

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

Carlos Jiménez Aguirre
Senior Trade Commissioner
Trade Commission of Spain in New York

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

Recovery and Resilience Facility (RRF).

This contract is funded by the European Union Recovery and Resilience Facility, established by Council Regulation (EU) 2020/2094, of December 14, 2020, which establishes a European Union Recovery Instrument for support the recovery after the COVID-19 crisis, and regulated according to Regulation (EU) 2021/241 of the European Parliament and of the Council of February 12, 2021, which establishes the Recovery and Resilience Facility. As part of the obligations arising from the financing of this contract with the European Union Recovery and Resilience Facility, the successful bidder must validly sign the declaration contained in Annex 1 of this briefing, prior to signing the contract with ICEX.

Its financing is foreseen entirely from the credits of the service 50 "Recovery and Resilience Facility", from the budget of the Ministry of Industry, Commerce and Tourism through the corresponding capital transfers from the Secretary of State for Commerce to ICEX during the years 2022, 2023, 2024 and 2025.

This service/activity can be subject to European Union's financing through the Recovery and Resilience Facility (RRF).