

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.
SPANISH ECONOMIC & COMMERCIAL OFFICE IN
TOKYO

Dirección: 3FL, 1-3-29 Roppongi, Minato Ku, Tokyo

E-mail: tenders@icex.es

REQUEST FOR PROPOSALS

Submission: tenders@icex.es

Closing: 6th July 2026 09:00 CET

Date: 25th June, 2026

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Spanish Economic & Commercial Office in Tokyo.
Contract number	X078-15-2026
Proposal's request	Organization and execution of promotional events for the internationalization of Spanish food, wine, and other beverages in Japan, including the management of the showroom format 'OPEN DAYS', the matchmaking initiative 'DISCOVERY ZONE', and professional 'MASTERCLASSES'.
Timing, dates and possible number of renewals	Signed date until 31 st October 2026, with 2 extensions.
Max. budget for contract excluding renewals	7,500,000 JPY (seven million five hundred thousand yen), tax excluded
Contract value including renewals and modifications	24,000,000 JPY (twenty-four million yen), Total term + extensions + modifications, tax excluded
Qualifying prerequisites	- Financial solvency: financial accounts for the best of the last three years and a minimum of 9,000,000 JPY. - Technical solvency: proven track record in event executions and marketing during the past three years. - Team requirements: a minimum of three staff members and a designated primary contact person
Points to be assigned based on evaluation of your proposal	Price (max 30 points), Technical Proposal (max 70 points)
Documents to be submitted separately, which together are the proposal	• 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 6th July 2026 09:00 CET All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service. • The 3 (three) submissions: 1. Document 1: Documentation demonstrating qualifying prerequisites, and administrative requisites. 2. Document 2: Technical offer (the work proposal / scope of work) 3. Document 3: Financial offer (price) and automatic criteria
Contact for questions	Only written questions by email before 1st July 2026 09:00 CET to tenders@icex.es



ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in Tokyo, invites companies to submit their proposals for OPEN DAYS, DISCOVERY ZONE and MASTERCLASS AND TASTING BAR.

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 specializing in business internationalization. These professionals work at ICEX headquarters in Madrid, at the 30 Territorial and Provincial Trade Offices established at different Spanish cities, and more than 100 **Economic & Commercial Offices** located in Spanish embassies and consulates all over the world.

1. PROJECT DESCRIPTION

- 1.1. OPEN DAYS.** This is one of the most important fairs for the Spanish agri-food sector organized by ICEX in Japan. These events will support Spanish companies and importers of Spanish products in their task to expand their local distribution networks.
OPEN DAYS are aimed exclusively at the professional public of the food and beverage sector in Japan, including restaurants and hotels as well as supermarkets and wholesalers. The participation of importers with novel Spanish products for the Japanese market could be indicative of the need to seek out new culinary experiences that consumers are beginning to experience.
Our goal with these exclusive events is to continue to promote Spanish food, wine and other beverages by showcasing the finest Spanish products to the industry professionals, media and general public in Japan.
- 1.2. DISCOVERY ZONE.** Strategic initiative led by ICEX, aimed at supporting Spanish gourmet food and beverage companies seeking entry into high-potential international markets. The event offers participants the opportunity to present their products directly to key players in Japanese food industry, including importers, distributors, chefs, sommeliers, gourmet retailers and specialized media. Through a professional showroom format, DISCOVERY ZONE fosters new business relationships, enhances visibility for high-quality Spanish products, and facilitates access to one of the most important no-EU markets for Spanish agri-food exporters.
Our goal with this event is to promote Spanish food, wine and other beverages that do not have a presence in the Japanese market and offer Spanish companies the possibility to showcase their products to importers.
- 1.3. MASTERCLASS AND TASTING BAR.** These Masterclasses are expected to serve as a gathering point for professionals in the Spanish food and beverage sector and generating interest in ICEX's commercial activities. The sessions will consist of a theoretical component to educate attendees on each product, followed by a practical, guided tasting session. Apart from the Masterclasses, a dedicated tasting bar managed by a seasoned expert will feature a curated wine selection seamlessly integrated with the designated Masterclass sessions.

This activity is eligible for co-financing from the European Regional Development Fund (ERDF).



2. DATE, VENUE AND EVENTS SCHEDULE

All of the events (OPEN DAYS, DISCOVERY ZONE and MASTERCLASS) will be organized:

- Date: September 28th, 2026.
- Venue: To be confirmed. ICEX will select the venue for the 2026 event. For subsequent years, the Agent shall propose venue candidates to ICEX. In all cases, ICEX will pay the rental fees directly to the venue.
- Events schedule (preliminary):

OPEN DAYS	DISCOVERY ZONE	MASTERCLASS
Exhibition hall		Seminar room
12:00 Guests Register	12:00 Guests Register	
12:30 – 17:30 Exhibition	12:30 - 18:30 Exhibition	13:00 Guests register
		13:30 – 14:30 Session 1
		15:30 – 16:30 Session 2
		17:30 – 18:30 Session 3

3. EHIBITOR/TARGET PROFILE AND MAIN GOAL

- **OPEN DAY**
 - Exhibitor: **Japanese importers and distributors** of Spanish Food & Wine products. The proposal for OPEN DAY is designed for a participation of **up to 50 exhibitors**.
 - Target: Professional public of the food and beverage sector in Japan, including restaurants and hotels as well as supermarkets and wholesalers.
 - Main goal:
 - Expand the market presence and sales channels for Spanish products already available in Japan.
 - Enhance awareness, media exposure, and consumer appreciation of Spanish culinary quality and culture.
- **DISCOVERY ZONE**
 - Exhibitor: **Spanish food and beverage producers** those whose products do not have a presence in the Japanese market are looking for importers. The proposal for DISCOVERY ZONE is designed for a participation of **up to 10 exhibitors**.
 - Target: Importers, distributors, retailers, professionals in the restaurant sector and other representatives of the sector in their capacity as product prescribers.

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- Main goal:
 - Introduce and showcase new, unrepresented Spanish products to the Japanese market.
 - Facilitate matchmaking and create business synergies directly with potential local importers.
- **MASTERCLASS**
 - Speaker: Local Japanese specialists or experts dispatched from Spain by ICEX.
 - Target: High-level F&B professionals (sommeliers, chefs, buyers, educators, and journalists) seeking advanced knowledge.
 - Main goal:
 - Technical Education: Deepen understanding of Spanish products through professional tastings and analysis.
 - Market Insight & Sensory Experience: Share latest trends and demonstrate product versatility through curated pairings.

For reference, details regarding previous ICEX events are available on the website (<https://www.foodswinesfromspain.com/en/upcoming-events>).

4. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

The Agency is responsible for the full management and logistics of all activations and must develop a comprehensive execution plan. This includes maintaining regular coordination with the Spanish Economic and Commercial Office in Japan through periodic updates and planning meetings to ensure successful project execution:

- **Exhibitor recruitment for OPEN DAYS.** The Japanese exhibitors will be recruited through the list of past editions and the database of the Agency, **securing from 30 to 50 exhibitors for each of the Open Days.** In case of DISCOVERY ZONE, ICEX will be in charge of recruiting Spanish exhibitors.
- **Exhibitor Support and Institutional Coordination.** Provide dedicated exhibitor services throughout the entire process, serving as the sole operational point of contact for confirmed companies as designated by ICEX. This includes:
 - **Communication and Guidance:** Answering questions from companies, providing shipping instructions, customs advice, and clear timelines, providing direct support to exhibitors before, during, and after the event.
 - **On-site event management:** including collection of complete contact information of all attendees, their registration. Furthermore, to handle all paperwork for products that do not currently have distribution in Japan, the agency must hire a logistics company, as needed.
- **High-Quality Attendance Acquisition.** Securing high-caliber attendees is essential. The Agency must implement a targeted promotional strategy to engage top-tier Japanese professionals and guarantee the following attendance:
 - Open Day & Discovery Zone: **400–500 professional attendees** each
 - Masterclass: **30–50 professional attendees** eachThe Agency will keep a periodical update of the attendees list with ICEX since the launch of event announcement. This includes:
 - **Database Strategy:** Implement a database strategy, using proprietary or third-party professional contact databases, to attract relevant importers, distributors,

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buyers, chefs, sommeliers, F&B managers, gourmet retailers, e-commerce dealers and representatives from relevant local trade associations in the area where the event takes place.

- **Promotional Mailings:** Design and execute email campaigns, formal invitations, and confirmation reminders
- **Guest Registration:** The Agency will develop and manage the invitation and registration platform for each event using ICEX-provided promotional materials.
 - Platform Requirements: Must display basic event details (date, venue, registration period).
 - Required Registration Fields: Company name, website, industry description, attendee name, department, title, email, telephone, and products of interest.
 - Deliverables: Manage guest lists, prepare printed or digital badges for exhibitors, and submit the final registrant list for ICEX review prior to the event.
- **Professional Staff and Talent Hiring.** The Agency shall be responsible for hiring and managing all personnel necessary to ensure the quality and image of the event, including:
 - **Masterclass Speaker Selection and Booking:** The Agency is responsible for identifying, selecting, and booking qualified speakers for the Masterclasses. Unless ICEX dispatches a speaker directly from Spain, the Agency must source and secure speakers locally within Japan. All candidate selection and final bookings must be conducted in close consultation with and subject to approval by ICEX.
 - **Sommeliers:** Hiring of experienced professionals with knowledge of wine and gourmet products to assist with tastings and communicate effectively with Japanese professionals.
 - **Support staff:** Recruitment of hostesses, interpreters, and waitstaff to manage visitors, assist exhibitors, present products, and handle setup and dismantling.
- **Logistics management of products for tasting and Venue coordination.** The Agency shall be responsible for the complete management of food and wine products for tasting sent from Spain and Japan, as well as coordination with the event venue. In particular, the agency shall:
 - **Products for tasting Reception and Inventory Control:** Coordinate the reception, inventory, and quality control of products for tasting, liaising with freight forwarders and customs agents as required.
 - **Storage and Handling.** Ensure appropriate storage conditions before the event, including refrigeration or preservation as needed.
 - **Venue Coordination.** Coordinate delivery, setup, and logistical requirements with the venue, including tables, electricity supply, and equipment.
 - **Equipment Rental.** Identify, rent, and manage all required materials: tables, tasting utensils, ice buckets, signage supports, dishware, etc.
 - **Last-minute logistics.** Address and resolve any last-minute logistics issues or urgent needs on the day of the event.
- **Promotional materials.**
 - **Catalogue:** The agency must design and develop a printed or digital catalogue in English and Japanese, featuring detailed information on all participating companies and their products. The catalogue will be used to promote the event among Japanese professionals and as a tool to facilitate business contacts during and after the event.
 - **Photocall and Roll-ups:** Spain Food Nation photocall at the entrance of the event ballroom. The designs will be provided by ICEX and prepared and produced by the Agency.

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- **Maximizing Strategic Contact Database and Growth.** The Agency is responsible for managing, updating, and continuously expanding ICEX's database to enhance its effectiveness for future promotional activities. Providing ICEX with seamless, continuous access to this growing asset is required. Crucially, all data collected, updated, or utilized for these events remains the sole property of ICEX. The Agency is strictly prohibited from utilizing said data for any other engagement.
- **Public relations and communication.** The Agency will develop and execute a comprehensive communication plan to maximize media exposure, social media engagement (before, during, and after the event), and high-quality attendee recruitment across all segments:
 - **Design and Branding Assets:** Create Spain Food Nation-aligned visual assets, including event signage, digital banners, promotional flyers, and downloadable content. Provide editable templates (PowerPoint, PDF, social media graphics) for ICEX and exhibitors to use on their own channels.
 - **Event announcement & Diffusion.** Promote the event through the Agency's and its partners' websites and social media channels. While public diffusion is encouraged to maximize reach, target audience and final guests must be strictly limited to food and beverage professionals.
 - **Foods & Wines from Spain.** The Agency will propose and prepare promotional content and publications promoting the events to be published in the Foods & Wines from Spain website (www.foodswinesfromspain.com), both in Japanese and English.
- **Post-event report.** The agency will be responsible for preparing a full report upon completion of the event, to be delivered no later than **October 9th, 2026**. The report must include:
 - **Event Summary:** Narrative and visual summary of activities, including participation statistics and key outcomes. The report should include a detailed description of the event, efforts and results, including an analysis of social media activity. Each promotion report must include the address and contact person details, as well as visual evidence and graphic material used during the promotions and activities undertaken.
 - **Feedback & Recommendations:** Collection and summary of participant feedback, plus improvement areas for future editions in every regardAll content and materials developed by the agency will become the property of ICEX and must be delivered in editable and open formats (where applicable).

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

5. TERM AND EXTENSION OF THE AGREEMENT

- 5.1. **Term.** The services outlined in this contract shall commence on the date of signature by both parties and continue until October 31st, 2026, including completion of payment.
- 5.2. **Extension.** ICEX hereby reserves the right to renew the Agreement with the company awardee for 2 (two) additional campaigns from the initial Agreement was effected without

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convening a new tender, if both contracting parties agree in 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 extensions. Each renewal will be signed by both parties.

6. BUDGET

- 6.1. Maximum Budget (all tax excluded):** the maximum budget for the execution of the project will be **7,500,000 JPY (seven million five hundred thousand yen), excluding taxes.** Bids will be made in Japanese Yen, **excluding taxes.** However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any.
- 6.2. 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 letter, the total estimated total contract value of this contract is a maximum of **24,000,000 JPY (twenty-four million yen)** excluding taxes, which include the following maximum amounts:
- Main contract maximum budget: 7,500,000 JPY
 - Renewal (first) maximum budget for 2027: 7,500,000 JPY
 - Renewal (second) maximum budget for 2028: 7,500,000 JPY
 - Modifications to the contract: up to 1,500,000 JPY.

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.

7. PAYMENTS AND INVOICES

- 7.1. 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 Tokyo.
- 7.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is Japanese Yen (JPY). Any currency exchange costs will be borne by the bidder.
- 7.3. Payments to offshore accounts.** Payments to the 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.
- 7.4. Payment schedule.** ICEX will ensure that payment of the amount of the contract once the event has been executed with conformity, and the final report has been submitted, no later than October 15th, 2026.
- 7.5. 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

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But dispatched to:

ICEX España Exportación e Inversiones, E.P.E.
Economic and Commercial Office, Spanish Embassy,
3FL, 1-3-29 Roppongi, Minato Ku, Tokyo

The Agency invoice will contain the following elements in English:

Company letterhead / logo
Address
Date
Invoice number
VAT number
Description of the item/s
Total amount due

Regarding the consumption tax, amounts exceeding 40,000 JPY related to foreign diplomatic establishments are to be treated as duty-free. The concerned agency must apply to the Ministry of Foreign Affairs to be designated as a " Designated Consumption Tax-Exempt Store" (消費税免除指定店舗)¹. However, if the company has already completed this designation procedure when dealing with other embassies, a repeated application is not required. ICEX will forward the duty-free purchase list to the company via postal mail following the completion of payment.

8. 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 9,000,000 JPY, on the best of the past three years.
- 6.2 Technical solvency requirements.** The company must have a strong and proven track record in managing and executing B2B trade exhibitions, specifically for introducing new and unimported food and beverage products into the Japanese market. The technical solvency of the company shall be demonstrated by submitting similar activities carried out during the past three years.
- 6.3 Team requirements.** The Agency must assign a dedicated team of **at least three (3) members** to ensure the successful execution of the project.
- Core Team Qualifications
 - ✓ **Project Leader (1):** Minimum **5 years** of demonstrable experience in managing promotional activities. This person will serve as the **primary contact** for all administrative and operational matters, maintaining continuous communication with ICEX.

¹ For further information regarding the procedure, please refer to the [NATIONAL TAX AGENCY](#)

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- ✓ **Staff Members (2):** Minimum **3 years** of accredited experience in managing projects of a similar nature (event planning, logistics, or public relations in Japan).
- Language Proficiency
 - ✓ Japanese: Fluency is mandatory for all team members to ensure smooth communication with local Japanese stakeholders.
 - ✓ English or Spanish: At least one team member must be fluent to communicate effectively with ICEX and Spanish exhibitors (Spanish is highly preferred).
- Operational Rules & Management
 - ✓ Team Changes: ICEX Tokyo must be notified immediately of any personnel changes. Any replacing member must meet or exceed the original requirements. Frequent or unapproved changes of key personnel may affect contract renewal.
 - ✓ Progress Monitoring: The Agency team must attend regular progress meetings with ICEX, either on-site or via videoconference.

6.4 Assignment. The assignment of the contract to a third party is not allowed.

9. EVALUATION CRITERIA

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

TABLE 2. EVALUATION CRITERIA	
Evaluation Criteria	Scores (Max.)
I. Price competitiveness of the tender (Document 3)	30
- The agency with the lowest budget will receive the highest score of the item, and the rest will obtain the proportional score. - Most economical offer = maximum score. - Rest of the offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) X maximum score per criteria. - Financial Proposals that exceed the maximum available contract budget will not be considered.	
II. Technical Proposal (Document 2)	30
- 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 a minimum combined score of 15 points across all technical sections will be automatically excluded.	
Quality of the proposed Council members. Network of wine, culinary, food industry and media contacts. (30 points) - Profile of Key Experts and Influencers: Evaluation of the specific pool of experts, certified sommeliers, specialized journalists, and key opinion leaders (KOLs) proposed to support the Masterclasses and Tasting Bar (10 points)	30

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- Food & Beverage Industry Network: Quality, size, and depth of the agency's database and direct contacts within Japanese retail, specialized importers, distributors, department stores, and HORECA buyers. (10 points) - Media and Communication Network: Proven reach and network with specialized culinary, wine, and lifestyle media in Japan to maximize the events' coverage and strategic institutional visibility. (10 points)	
III. Team (Document 3)	40
Project Management Structure and Team Enhancements. Evaluation of the agency's organizational capacity and quality of the team exceeding the minimum prerequisites established in Section 6.3, divided as follows (30 points) - Added Value of the Project Management & Staffing Plan (15 points). (a) Proposing a larger or more specialized onsite deployment than the minimum required. (5 points) (b) Clear assignment of backup personnel. (5 points) (c) Additional experience of the Project Manager and core team exceeding the mandatory minimums (5 points): Points will be objectively allocated based on the accredited years of experience above the required minimums (5 years for the Project Leader and 3 years for Staff Members), up to a maximum cap. The total score is divided as follows: - Project Leader (Max. 3 points): Points are awarded for additional years of experience in managing promotional activities beyond the mandatory 5 years: +3 years or more of additional experience: 3 points +2 years of additional experience: 2 points +1 year of additional experience: 1 point 0 years of additional experience (only meets the minimum): 0 points - Staff Members (Max. 2 points): Points are awarded based on the additional experience of the two designated staff members beyond the mandatory 3 years. To obtain the points, <i>both</i> proposed members must meet the threshold: +2 years or more of additional experience for both members: 2 points +1 year of additional experience for both members: 1 point 0 years of additional experience (only meet the minimum): 0 points - Language and Communication Enhancements. (15 points) While Japanese and English/Spanish fluency are mandatory minimums for the team, points will be objectively awarded for the strategic optimization of communication as follows: (a) Number of team members with full professional proficiency in Spanish (Max. 7.5 points): Points will be awarded based on the number of proposed core team members who demonstrate an accredited native or C1/C2 level in Spanish: 3 team members (the entire core team) with professional proficiency: 7.5 points 2 team members with professional proficiency: 5 points 1 team member with professional proficiency (beyond the minimum required coordinator): 2.5 points 0 additional members (only meets the mandatory minimum): 0 points (b) Certified experience of the team in simultaneous or high-level bilateral business translation (Spanish-Japanese). (7,5 points) Points will be awarded based on the	30

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number of projects of a similar nature (B2B international food/wine events or institutional summits) where the proposed team members have officially provided Spanish-Japanese translation services within the past 3 years: 3 or more certified projects executed by the team: 7.5 points 2 certified projects executed by the team: 5 points 1 certified project executed by the team: 2.5 points 0 projects or uncertified experience: 0 points	
Project timeline and reporting workflow. A logical, detailed timeline describing the execution phases, key milestones, and reporting workflow for ICEX validation. (10 points)	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

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10. CONTENTS OF PROPOSALS

10.1. Proposal content. Bidders are expected to present a proposal that includes **3 (three) 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.

10.2. 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 conditions stipulated in the present briefing.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last 3 years, including total budgets, dates and clients, public or private sector, for whom the services and/or work were undertaken. A minimum of three years' experience in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than 9,000,000 JPY 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.

10.3. Document 2: Technical Proposal (PDF file). The technical proposal should not make any reference to the price. All competing companies must present a detailed work proposal, that includes all the requirements explained in section 4 (What we demand), plus fulfil the evaluation criteria set out in section 9.1.

10.4. 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.

- **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
- **Currency.** The proposal will be drafted in **Japanese Yen (JPY)**.

11. SUBMISSION OF PROPOSALS

11.1. Invitation to tender. ICEX, represented by the Economic & Commercial Office of Spain in Tokyo, will send this briefing to different companies. The briefing will also be published on the website of the Economic & Commercial Office of Spain in Tokyo and on ICEX's website (<https://www.icex.es/es/perfil-contratante>).

11.2. 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 **July, 6th 2026 09:00 CET** Proposals not submitted within the deadline will be automatically excluded.

- **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

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be larger, the competing companies should use a file transfer service, which they have previously verified (e.g. WeTransfer, Dropbox, or other).

- **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.
- **Language.** The proposal will be drafted and presented in English or Spanish.
- **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.

11.3. 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.

11.4. 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.

11.5. 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.

11.6. Assessment of proposals. Document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing company has been verified to comply with every requirement set in this brief, will document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, document 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.

11.7. 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, to enable the selected company to begin work promptly.

11.8. Contact people. Questions related to this briefing might be addressed in written form until July, 1st, 2026 9.00 am 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.

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12. PROCUREMENT BOARD

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

Chair	Salomé Martínez	Deputy Director Food Industry Division, ICEX
Substitute	Lidia Escribano	Head of Department of Food and Drink. ICEX Headquarters
Member	Kentaro Kaneko	Market analyst, Spanish Economic & Commercial Office in Tokyo
Substitute	Momoko Sakagami	Commercial officer, Spanish Economic & Commercial Office in Tokyo
Secretary	Pedro Patiño Segura	Head of the Contracting Department
Substitute	Isabel Arias	Member of the Contracting Department

In Tokio, in the date of the signature

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

Gonzalo Ramos Puig
Chief Economic and Commercial Counsellor
Economic and Commercial Office of Spain in Tokyo

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CSV : GEN-4b58-045e-b2cb-3126-8c28-20a3-59e5-3ed8

DIRECCIÓN DE VALIDACIÓN : <https://run.gob.es/hsbIF8yLcR>

FIRMANTE(1) : GONZALO RAMOS PUIG | FECHA : 25/06/2026 10:12 | Sin acción específica



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.

- A 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.

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- 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 was 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 regarding 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 is related, until the said information comes into the public domain or, for any other legitimate reason, loses its confidential status. This clause shall not apply to information that is (i) in the public domain, (ii) already known to the party receiving it, (iii) disclosed in compliance with court orders or under legal obligations.
- i. The company shall only permit access to confidential information for those people who have a need to know it for the purpose 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 employment and by any person 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 action 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,

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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 the above is without prejudice to any claims for damage 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 for the celebration of the event that limits the number of expected visitors to half of the required, constitutes 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 at 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 of managing 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.

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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 the financing of the European Union through the European Regional Development Fund. The successful tenderer will be obliged to comply with the information and advertising obligations set out in Annex XII, section 2.2. of Regulation (EU) 1303/2013 of the European Parliament and of the Council of 17 December 2013, 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.
- 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".

² 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>

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