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ICEX

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.
SPANISH ECONOMIC & COMMERCIAL OFFICE IN LONDON
Part Level 4 Podium,
125 Old Broad Street,
London - EC2N 1AR

Date: 6th October 2026

REQUEST FOR PROPOSALS

Submission: tenders@icex.es
Closing: 26th October 2026 at 17:00 GMT

Who is contracting	ICEX España Exportación e Inversiones, E.P.E. (ICEX), represented by the Spanish Economic & Commercial Office in London
Contract number	X043-32-2026
Proposal's request	To select an agency ("the Company") to deliver design, implementation and management of a PR and communications campaign to promote Spanish Ceramic Tiles in the United Kingdom in 2027.
Timings and dates	From date of contract signature until 31st December 2027 with two possible extensions
Max. budget for contract excluding renewals	65,000 GBP (sixty-five thousand pounds sterling), **excluding taxes**
Qualifying prerequisites	- **Financial solvency:** financial accounts for the last three financial years, demonstrating an annual turnover of not less than 90,000 GBP in at least one of those years - **Technical solvency:** proven track record in communications and PR in the interiors sector over the past three years. - **Team requirements**: a minimum of two staff members and a designate primary contact person
Points to be assigned based on evaluation of proposals	Price (max. 30 points), Technical (max. 70 points)
Documents to be submitted separately, which together are the proposal	- **The Proposal:** Consists of **three separate submissions** that together represent the Proposal. Each individual submission needs to be emailed to the following address only: tenders@icex.es by 26th October 2026 at 17:00 GMT Files should not exceed 4MB in size if sent as attachments. For larger files please use a file transfer service. - **The three submissions:** 1. Administrative requirements and documentation demonstrating compliance with the qualifying prerequisites. 2. Technical Proposal 3. Financial Proposal (price)
Contact for questions	Written questions may be submitted by email only to tenders@icex.es up to 17:00 GMT on 15th October 2026.

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ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in London, invites companies to submit their proposals for the **PR and communications campaign for Spanish ceramic tiles in the UK.**

ICEX (www.icex.es) is a Spanish public organisation, established in 1982, whose main purpose is to promote the internationalisation of the Spanish economy. ICEX is part of the Ministry of Economy, Commerce and Business of the Government of Spain (www.mineco.gob.es), whose international economic policy it implements. However, ICEX is not part of the State administration and has a degree of budgetary and operational autonomy. For the fulfilment of its mission, ICEX has a network of professionals specialised in foreign trade. These professionals work at the ICEX headquarters in Madrid, at the 30 Territorial and Provincial Trade Offices located in different Spanish cities, and at nearly 100 Economic & Commercial Offices located in Spanish embassies and consulates around the world.

1. PROJECT DESCRIPTION

The project involves the development and implementation of a communications campaign for Spanish ceramic tiles in the UK, with the following objectives:

- Reinforce the Tile of Spain brand and highlight the value of Spanish ceramic tiles as a product associated with design, quality, sustainability and innovation.
- Increase specification of Spanish ceramic tiles among architects and designers across residential, commercial and public projects, positioning them as a premium and innovative material.
- Strengthen perception of Spanish tiles among distributors and tiling contractors as a high-quality product, differentiated from lower-cost alternatives through design, sustainability, innovation, and a strong commitment to environmental and social responsibility.

TARGET GROUP AND MESSAGES FOR THE CAMPAIGN

The campaign will promote ceramic tiles manufactured in Spain, and the overall image of the Spanish ceramic tile industry in the UK market.

The sector includes two main categories: ceramic-body tiles (red or white clay) and porcelain tiles, as well as niche products such as glass mosaics and terracotta tiles.

Tile of Spain (internationally registered) serves as the umbrella brand representing the industry.

Target audiences include architects, designers, specifiers, developers, contractors, tile distributors and retailers, as well as key opinion leaders in the A&D sector.

Key message

Ceramic tiles are a technologically advanced material for floor and wall applications, offering clear advantages over alternative surfaces. The Spanish ceramic tile industry is positioned as a global leader in design, technology and architectural solutions.

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The campaign should:

- Associate Tile of Spain with quality and prestige
- Strengthen the association between Tile of Spain and the concept of Respect, encompassing respect for people, the environment, ideas and customers, in line with the values presented in The Secret Ingredient campaign
- Highlight the sustainability benefits of ceramic tiles in architectural applications
- Emphasize versatility for designers, including the wide range of colours, formats and finishes available

BACKGROUND INFORMATION

Key stakeholders

ICEX Spain Trade and Investment works in collaboration with ASCER, The Spanish Association of Ceramic Tile Manufacturers. For more than 25 years, both organizations have co-financed an international promotion campaign for the Spanish ceramic tile industry under the umbrella brand Tile of Spain.

ASCER brings together more than 100 Spanish ceramic tile manufacturers, covering products such as porcelain, terracotta, stoneware and glass mosaic tiles in a wide range of formats and finishes. It acts as the voice of its member companies, with the primary mission of defending, supporting and promoting the shared interests of the Spanish ceramic tile industry worldwide.

ICEX Spain Trade and Investment is the arm of the Spanish administration in charge of aiding and expanding exports of products from Spain.

The Consumer Goods Department at the Spanish Embassy Commercial Office in London is responsible for the promotion and support for Spanish ceramic tiles in the UK. The Spanish Embassy Commercial Office depends on ICEX Spain Trade and Investment. The territory covered by the Spanish Embassy Commercial Office is Great Britain & Northern Ireland.

The Spanish Commercial Office will liaise between ASCER, ICEX Spain Trade and Investment, the company, and others as required.

The Spanish tile industry

Spain is the leading tile producer in the EU and exports most of its production. The latest figures show a total turnover of 4,834 million euro with exports worth 3,484 million euro. The industry is concentrated largely in the province of Castellón. This internationally recognized cluster brings together tile manufacturers, suppliers, research and technology centres, designers, and specialist services, creating an integrated ecosystem for innovation, design and advanced manufacturing.

Spain is the main supplier of ceramic tiles to the UK. In 2025, UK imports of ceramic tiles from Spain reached £187 million.

Spain has traditionally been a leading supplier of wall tiles for kitchens and bathrooms in the UK. However, the strongest area of growth for Spanish manufacturers is currently in floor tiles.

Recent developments in the Spanish tile industry include oversized slabs, advanced digital layering techniques, and 3D digital printing, enabling richer colour, greater tactile depth, and high-quality finishes.

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The Spanish ceramic tile industry is committed to sustainable development and environmentally responsible building solutions. It is working towards achieving net zero greenhouse gas emissions by 2050, while continuing to optimise production processes, including raw material use and water management.

Key measures include:

- Carbon footprint reduction, through initiatives such as waste heat recovery, high-efficiency kilns and cogeneration systems
- Reuse of production waste, minimising material loss across manufacturing processes
- Efficient water management, with near zero wastewater discharge in the production process
- Environmental Product Declarations (EPDs), with the Spanish industry pioneering a sector-wide EPD for ceramic tiles at European level. Many manufacturers have also developed product-specific EPDs.

Spanish tile manufacturers benefit from well-established distribution networks in the UK retail market and are increasingly targeting commercial projects through dedicated sales teams. Leading brands such as Porcelanosa and Grespania operate their own showrooms in the UK.

Key international trade shows for the Spanish tile industry are Cersaie in Bologna, the leading international event for the sector and a major platform for launching new collections; and Coverings in the United States, which is essential for reaching the U.S. market.

For further information visit:

https://tileofspain.com/en/
https://portal.ascer.es/en/
https://www.tileofspainawards.com/
Facebook https://www.facebook.com/ceramicadeespana
Youtube https://www.youtube.com/user/ascercomunicacion
Instagram https://www.instagram.com/tileofspain/

The UK tile market

The UK tile market has an approximate value of £700 million at retail prices. The split of the market between domestic/commercial is approximately 60/40. The UK is a net importer of ceramic tiles. Total imports reached £545 million in 2025, with Spain being the main supplier.
The domestic market for ceramic tiles is heavily dependent on the kitchen and bathroom sector. However, there is also growing demand for tiles in other areas of the home and in outdoor spaces. For commercial projects, high-traffic porcelain floor tiles are the key product.

Past activity

In the past, the Spanish Embassy Commercial Office has supervised a campaign which has included at different times some of the following elements:

- Press campaign. Topics for the releases have included new trends, case studies, environmental issues, industry developments, participation in trade fairs, the Tile of Spain Awards.
- Advertorials in architecture and trade magazines
- Press trips to Spain
- Brand posts in the Dezeen.com showroom

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- Publication of lookbooks
- Printing and mail out of Ceraspaña newsletter as an insert with Tile& Stone Journal magazine
- Participation in RIBA's CPD Providers programme with two electronic seminars (web based)
- Organisation of seminars/webinars targeting architects
- Sponsorship of research programmes at Liverpool University (ECALab, School of Architecture)

Ongoing activity

The following current activities are funded and run independently of the promotional campaign that is the subject of this briefing but should be taken into account when designing the Technical Proposal.

- A Tile of Spain group stand at The Surface Design Show (Business Design Centre, London) usually featuring products from 14-16 member companies.
- Tile of Spain publishes two annual issues of its Ceraspaña international newsletter along with other promotional materials.
- Tile of Spain organizes the Tile of Spain Awards. This is an annual competition open to professional architects and designers and looks to uncover and celebrate innovative use of Spanish ceramics in international architecture and design projects. The open call for entries is announced in late July, the winners are announced in November and the awards ceremony takes place in February on the following year.
- The Spanish Embassy Commercial Office maintains a database of tile distributors, agents, importers, architects and interior designers.
- Tile of Spain organizes the Time of Spain initiative: an annual two-month programme of promotional activities, held in February and March, featuring company-led events, showroom visits and presentations across the Castellón ceramic cluster.

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2. WHAT WE REQUIRE – PROPOSALS SHALL INCLUDE

2.1 Key requirements

The Company will be responsible for the design and implementation of a year-long communications campaign for Tile of Spain in the UK. As a minimum, the Technical Proposal must include the following:

- Day-to-day press communications, including proactive and reactive media relations targeting trade, architecture/interior design and consumer media. The Technical Proposal must include a suggested list of target media suitable for reaching our target audience.
- Production of a press lookbook in digital format together with a limited print run of 150 physical copies.
- Press support for the Tile of Spain stand at the Surface Design Show in London.
- Press support for the Tile of Spain Awards
- Press trip in February to visit showrooms and factories in Spain within the Time of Spain initiative, with an estimated duration of four days during the second week of February.
- Preparation and submission of monthly digital activity reports throughout the campaign, as well as a final report. Reports must include press coverage (clippings).

Bids that do not include all the activities and tasks requested in section 2.1 of this briefing will be automatically excluded.

2.2 Other relevant considerations

Bidders are advised to assess the viability of implementing the following additional elements, and to recommend any other initiatives they consider appropriate:

- Advertorials in the target press
- Additional entries in the Tile of Spain showcase in Dezeen.com
- B2B initiatives with UK distributors/retailers/tilers/A&D community
- Other initiatives aimed at raising awareness and understanding of the quality, design credentials and wide availability of Spanish ceramic tiles in the UK

The Tile of Spain **social media** accounts will not be used to post or share content as part of the communications campaign in the UK. They should only be used to tag the campaign when necessary.

All **Tile of Spain members** should have the opportunity to benefit from this campaign. It is therefore essential to include as many different Tile of Spain members as possible in these activities. The Spanish Embassy Commercial Office will provide a list of members and an initial image library to support this process.

Branding:

The Spanish Economic & Commercial Office will provide the Company with the official logos and brand guidelines.

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3. TERM AND EXTENSION OF THE AGREEMENT

3.1. **Term.** The described services in the contract will run from the date the agreement is signed by both parties until 31st December 2027.

3.2. **Extension.** ICEX reserves the right to renew the contract with the company for up to two additional years without convening a new tender, if both contracting parties agree in the contractual provisions. Price revisions will not be allowed.

The company will be obligated to renew the contract provided that it is notified of the renewal requirement at least two (2) months before the renewal date. The general terms and conditions of the bidding specifications governing this tender shall apply to the extension. Each renewal will be signed by both parties.

4. BUDGET

4.1. **Maximum Budget (all tax excluded):** the total maximum budget for the project will be 65,000 GBP excluding taxes (sixty-five thousand pounds sterling). Bids will be made in British pound sterling (GBP), **excluding taxes**. However, the bidders must specify in their bids, as an independent item, the taxes that will be applicable, if any. Under no circumstances can the budget be exceeded.

Services provided by UK-based agencies are subject to the reverse charge and will not attract VAT, provided that our EEC VAT-exemption reference number (ES Q-2891001F) is quoted on invoices to us. It falls under the B2B rule for supplies of services (VAT Notice 741A) that states the supply is made where the customer belongs. ICEX España Exportación e Inversiones, E.P.E. belongs to Spain, which is outside the UK VAT scope.

Estimated contract value: the estimated total contract value includes the value of the contract and the value of its possible extensions and its modifications, excluding any applicable taxes. The estimated total contract value of this contract is of a maximum of 195,000 GBP excluding taxes, which includes the following maximum amounts:

Main contract maximum budget for 2027: 65,000 GBP
Renewal (first) maximum budget for 2028: 65,000 GBP
Renewal (second) maximum budget for 2029: 65,000 GBP

Modifications to the contract are not allowed.

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.

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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 Spanish Economic & Commercial Office.

5.2. **Payment currency.** Payments to the Company will be made in the currency of the Contract, which is pound sterling (GBP). Any currency exchange costs will be borne by the bidder.

5.3. **Payment schedule**. ICEX will ensure that half the payment of the contract is made at the end of each month upon presentation of the invoices for the expenses incurred in that month.

5.4. **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

And must be sent electronically to londres@comercio.mineco.es

ICEX's VAT exemption number, ES-Q2891001F, must be quoted on all invoices.

All invoices shall include the following elements:

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

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6. REQUIREMENTS

6.1 Financial solvency requirements. All competing companies will be required to provide a solvency report including financial accounts for the last three years. The minimum turnover requirement is an amount of 90,000 GBP, on the best of the past three years. This report must be included in the 'Document 1. Administrative Requirements' part of the Proposal.

6.2 Technical solvency requirements. The Company must have a strong and proven track record in PR and communications within the interiors sector. The technical solvency of the company shall be demonstrated by submitting similar activities carried out in the past three years in the UK. These documents must be included in the 'Document 1. Administrative Requirements' part of the Proposal.

6.3 Team requirements. The role of each team member assigned to this project shall be specified in the excel format provided in Annex I. This Annex, together with the CV of the proposed team members, must be included in the 'Document 1. Administrative Requirements' part of 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 the Spanish Economic & Commercial Office.

A minimum of two staff members shall be assigned to the project:

- A senior team member tasked with directing and managing the project with a minimum of five (5) years of verifiable experience in PR and communications within the interiors sector in the UK.
- A supporting team member responsible for assisting with the day-to-day running of the campaign with a minimum of three (3) years of verifiable experience in PR and communications within the interiors sector in the UK.

The company shall notify the Spanish Economic & Commercial Office of any changes to the team that may have an impact on the development of the project. Any member leaving the team will have to be replaced with a person that meets the requirements of this briefing. Any changes of key personnel could affect the potential renewal of the contract.

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

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

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7. EVALUATION CRITERIA

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

EVALUATION CRITERIA	Scores (Max.)
I. Price competitiveness of the tender	**30**
The Financial Proposal with the lowest total budget (excluding taxes) will receive the highest score, and the rest will obtain the proportional score: - Most economical offer receives maximum score. - Rest of the offers will have the following formula applied: *points per offer = (price of the most economical offer / price of each offer) x maximum score (30).* Financial Proposals that exceed the maximum available contract budget will not be considered.	30
II. Technical Proposal	**70**
ICEX will assess the quality of the proposed plan and the extent to which it satisfies most efficiently the objectives of the events, assigning points to each of the components of the Technical Proposal, as described below. Technical Proposals that do not receive at least 30 points in this section will be automatically excluded.	
• Scope of action plan. This criterion will assess the extent to which all required activities and deliverables described in Section 2 are addressed in the Technical Proposal.	15
• Understanding of the campaign objectives and target audiences We will evaluate the extent to which the Technical Proposal demonstrates a clear understanding of the campaign objectives, particularly in relation to raising the profile of Spanish tiles, and of the target audiences for the campaign	15
• The extent to which the Technical Proposal is perceived to reinforce the Tiles from Spain brand. We will evaluate whether the Technical Proposal offers positive brand reinforcement and reflects contemporary ideas about Spanish tiles including an image of quality and authenticity.	15
• The breadth and quality of the proposed target media We will evaluate how well the selected media aligns with the campaign's objectives and target audiences for Tile of Spain within the UK's architecture/interior design sectors.	15
• Potential for added value We will evaluate the originality of the campaign ideas proposed, and their potential to create benefits beyond the required deliverables set out in Section 2.1. We will assess how the proposed approach could generate credible, newsworthy and innovative opportunities to raise the profile of Tile of Spain among the identified target audiences and contribute to the achievement of the campaign objectives.	10
TOTAL	**100**

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

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

8. CONTENTS OF PROPOSALS

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

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

- **Acceptance letter.** All bidders are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and condition stipulated in the present briefing.
- **Project References (Technical solvency).** The document should detail projects of similar scale undertaken in the last 3 years, including **dates and clients** for whom the services and/or work was undertaken. A minimum **experience of three years** in similar projects is required.
- **Team experience**. Bidders must submit Annex I and the CVs of the assigned team members.
- **Financial Solvency.** Bidders must prove an annual turnover of more than 90,000 GBP in at least one of the last three years.
  Bidders must indicate clearly whether they rely on joint ventures or subcontracting arrangements to meet this requirement and provide documentation that demonstrates the extent and seriousness of this relationship.

8.3. **Document 2: Technical Proposal (PDF file).** The Technical Proposal must not contain any reference to price. Bidders must submit a detailed Technical Proposal that meets all the requirements set out in section 2 ("What we require") and all the evaluation criteria set out in section 7.

8.4. **Document 3: Financial Proposal (Excel file).** Competing companies must present a Financial Proposal, including a detailed budget for the project and its breakdown for each area of activity. The company must present the budget clearly according to Annex II and include all applicable costs, including any fees associated with attending press trips.

8.4.1. **Taxes.** ICEX will evaluate the Financial Proposal based on the offered prices, excluding taxes. Therefore, the proposals should include a breakdown where taxes – if any are applicable – are clearly separated.

8.4.2. **Currency.** The Financial Proposal will be drafted in **British Pound Sterling (GBP).**

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9. SUBMISSION OF PROPOSALS

9.1. **Invitation to tender.** ICEX, represented by the Spanish Economic & Commercial Office in London, will send this briefing to different companies. The briefing will also be published on the website of the Spanish Economic & Commercial Office.

9.2. **Submission of proposals.** The companies wishing to participate in the tender must send the documentation exclusively in digital format (PDF), **ONLY** by email to tenders@icex.es before 26th October 2026 at 17:00 GMT. 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, (e.g. WeTransfer, Dropbox, or other).

9.2.2. **Expenditures.** Please note that any expenditure incurred by competing companies in the preparation of the proposals, presentations and quotes will be at the expense of the said companies. Submission of the offer will not generate any fees or reimbursement of any type of expenses from ICEX.

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

9.2.4. **Acceptance of terms.** Submission of a proposal and participation in this tender implies the express acceptance by the competing companies of all the clauses contained in this brief.

9.3. **Amendment of proposals.** Once competing companies have submitted their proposals, ICEX will not accept the submission of any amendments, additions or corrections, unless the latter result from a clarification requested by ICEX.

9.4. **Clarification of proposals.** Competing companies meeting the administrative requirements of the present brief may be invited by ICEX to clarify specific aspects of their Technical or Financial Proposals, which will be done in written.

9.5. **Compliance of proposals.** All competing companies submitting a proposal should be aware that the Legal Services of ICEX will review the documentation submitted by each company, to ensure compliance with every requirement set in this brief. Non-compliance with any of the requirements established in the present brief will result in the automatic disqualification of the company concerned.

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

9.7. **Selection of company.** A decision will be made as soon as possible from the published proposal due date. The decision will be notified vie e-mail to all competing companies, in order to enable the selected company to begin work promptly.

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9.8. **Contact persons.** Questions related to this briefing might be addressed in written form up to 17:00 GMT on 15 October 2026 only via e-mail to tenders@icex.es. In the interest of fairness, any questions by competing companies, as well as the corresponding answers by ICEX, might be shared with all other companies.

10. PROCUREMENT BOARD

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

President	**Carolina Fernandez**	**Deputy Director of Department of Build & Design. ICEX Headquarters**
Substitute	**Paula Cantero**	**Department of Build & Design. ICEX Headquarters**
Member	**Yolanda Arias**	**Head of Administration Department. Embassy of Spain in London**
Substitute	**Milagros Herrero**	**Administration Department. Embassy of Spain in London**
Secretary	**Pedro Patiño**	**Deputy Director of Procurement. ICEX Headquarters**
Substitute	**Isabel Arias**	**Procurement Department. ICEX Headquarters**

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

Gonzalo García Andrés
Chief Economic and Commercial Counsellor
Economic and Commercial Office of Spain in London

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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:

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- 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.

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ii. The Company also undertakes not to use any confidential information belonging to ICEX to which it may have access for its own or private purposes or for any other purposes.
iii. Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal actions against the Company for any liability that might be applicable.

3. CANCELLATIONS

a. **Termination.** ICEX reserves the right to unilaterally terminate the contract if the services are not performed by the Company in accordance with the instructions received from ICEX, if any of the deadlines applicable to the Company are not met, or if there is any failure to fulfil the obligations established in the contract. All of the above is without prejudice to any claims for damages that might arise.

b. **Cancelation, postponement or modifications of actions.**

i. **Cancellation.** In the event of cancellation of an event, ICEX shall solely satisfy the expenses incurred by the Company from the date of the contract (and in connection with the same) until the date of a formal notice of the cancelation by ICEX. To be reimbursed, the Company must submit all documentary invoices of the expenses incurred up to that date.
ii. **Postponement.** In the event that the said action is postponed due to sanitary conditions and the subsequent National, Provincial or Local restrictions in place, the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible, in order to postpone the events to the nearest possible date. More precisely, a formal or informal governmental provision applicable to the city of celebration of the event that limits the number of expected visitors to half of the required, constitute grounds for postponement of the events. Additionally, the placement of cumbersome sanitary requirements to visitors and exhibitors (quarantines, sanitary tests, etc.), that could limit the attendance to the events, constitute grounds for their postponement.
iii. **Modifications.** In the event that the sanitary or travel restrictions in place limit or impede the celebration of one of the events at a suitable date the parties will try to reach an agreement in good faith to modify the scope or place of the activity.

4. CONTRACT AND JURISDICTION

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

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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 will be Spanish.

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

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

6. EUROPEAN FUNDING

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

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