

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

REQUEST FOR PROPOSALS

Submission: tenders@icex.es
Closing: **22nd July 2026**
11:00 CET

Date: 19/06/2026

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by Economic and Commercial Office of Spain in London
Contract number	X043-22-2026
Proposal's request	To select a food and wine specialised communications and event marketing agency to deliver the production, management and promotion of 'Taste Spain London', to be held on 1st March 2027 .
Timing, dates and possible number of renewals	Date of signature until 15 th April 2027, with three possible extensions.
Max. budget for contract excluding renewals	GBP 170,000 (one hundred and seventy thousand pounds sterling), tax excluded
Contract value including renewals	GBP 714,000 (seven hundred and fourteen thousand pounds sterling), Total term + extensions + potential modifications, tax excluded.
Qualifying prerequisites	- Financial solvency: financial accounts for the best of the last three completed financial years and minimum of GBP 200,000. - Technical solvency: proven track record in food and wine communications and event marketing during the past three years in the United Kingdom. - Team requirements: a minimum of four staff members and a designated primary contact person.
Points to be assigned based on evaluation of your proposal	Price (max. 30 points), Technical (max. 70 points)
Documents to be submitted separately, which together are the proposal	- The proposal: Consists of three separate submissions that together represent the proposal. Each individual submission needs to be emailed to this address only: tenders@icex.es by 22nd July 2026, 11:00 CET. All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service. - The three submissions: 1. Documentation demonstrating qualifying prerequisites, and administrative requisites. 2. Technical offer (the work proposal / scope of work) 3. Financial offer (price)
Contact for questions	Only written questions by email before 17th July 2026, 11:00 CET to tenders@icex.es



ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in London, invites companies to submit their proposals for the event **Taste Spain London 2027**.

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.

Foods and Wines from Spain, a brand belonging to ICEX, is used to promote Spain's food and wine sectors in major export markets.

1. PROJECT DESCRIPTION

BACKGROUND

Taste Spain London 2026 marked the inaugural edition of a landmark event designed to promote Spanish food and beverages and facilitate business opportunities for Spanish companies seeking distribution in the UK market. The event combined three elements under one roof: an exhibition of Spanish food and wine; an educational programme of tastings, masterclasses, and showcookings; and the Spain Food Nation Summit, which took place in a separate room and is not covered in this briefing. For context only, the Summit follows the meetings of our Advisory Councils for Spanish Foods, Wines, and Gastronomy, bringing together leading figures of the industry. It includes round table discussions and presentations on market opportunities for Spanish companies in the UK.

The 2026 edition of Taste Spain brought together 22 Spanish companies and 16 UK importers, showcasing a wide range of products including cured meats, olive oil, truffles and truffle products, cheeses, vegetable and fruit preserves, tinned fish, confectionery, nuts and snacks, and premium wines. The event was strictly for professional, attracting 406 carefully selected attendees, including importers, distributors, specialty retailers, on-trade / hospitality professionals, trade associations, and trade media, all key actors in the UK premium food and beverage sector.

Held on 24 February 2026 at Mare Street Market in King's Cross, a modern and versatile venue, the event was designed to facilitate fluid networking and product discovery. The ground floor hosted the exhibition, with Spanish companies and importers arranged around the perimeter to enable natural circulation and direct interaction. Complementary activities, including masterclasses, showcookings, and tastings, took place on the first floor in dedicated spaces. Since the venue featured a soundproof room for recordings, two podcasts were produced in collaboration with The Drinks Business.

The event was meticulously curated to support Spanish companies in their internationalisation process, prioritising those without existing UK distribution and those producing gourmet and premium products with high market potential. Invitations were sent to over 6,000 professionals



through targeted campaigns and direct outreach, ensuring the presence of influential importers and distributors.

Taste Spain London 2026 achieved remarkable results. Exhibitors reported numerous commercial contacts initiated during the event, while media coverage exceeded 200 mentions across trade publications, online channels, and social media, amplifying visibility among key professional audiences. Attendees engaged actively in masterclasses and showcooking, further enhancing product knowledge.

Overall, the inaugural Taste Spain London demonstrated its value as an efficient, high-impact platform to promote Spanish food and beverages, offering a concentrated opportunity for Spanish companies to connect with UK professionals in a single day. Its innovative format, combining exhibition and educational activities with professional networking opportunities, positions Taste Spain London as a compelling tool for market entry, brand reinforcement, and business development in the UK, with significant potential for future editions.

For more information on the 2026 edition of Taste Spain London, please visit: <https://www.foodswinesfromspain.com/tastespainlondon2026>

OBJECTIVES

The primary objective of Taste Spain London 2027, to be held in 1st March 2027, is to build upon the successful model established in 2026, replicating its core elements while allowing room for agencies to propose enhancements.

The event aims to promote premium Spanish food and beverages among UK professionals, facilitate business opportunities for Spanish companies seeking distributors, and provide a high-quality environment for networking and product discovery.

By combining an exhibition of Spanish food and wine with an educational programme of tastings, masterclasses, and showcooking, Taste Spain London 2027 seeks to consolidate its position as a leading platform for the internationalisation of Spanish products, reinforcing brand presence and fostering meaningful commercial connections in the UK market.

2. WHAT WE REQUIRE – PROPOSALS SHALL INCLUDE

2.1. Scope of Work

The Scope of Work defines the overall service framework to be delivered by the appointed Agency in support of Taste Spain London 2027. It establishes the boundaries of the Agency's mandate, the key service areas included within the assignment, and the coordination interface with Foods and Wines from Spain (FWS).

The assignment covers the provision of integrated communications, audience development, digital engagement, content production support and event delivery coordination services required to ensure the successful promotion and execution of Taste Spain London 2027. The Agency will operate as the lead partner responsible for the amplification, visibility and audience engagement strategy surrounding the event within the UK food and beverage trade environment.



The Scope of Work includes the following service areas:

1. Communications, PR and Media Engagement Framework

Definition and delivery of the communications framework required to position and promote the event within UK trade and specialist media ecosystems, including earned media strategy, press engagement and media amplification activities.

2. Audience Development and Visitor Acquisition

Design and execution of a structured approach to identify, segment, and engage relevant professional audiences in the UK food and beverage sector, ensuring the generation of high-quality attendance across all event components.

3. Digital Presence and Content Ecosystem

Development and management of the digital ecosystem supporting the event, including the dedicated event page within the ICEX-FWS website, social media presence, and associated digital content required to drive awareness, engagement and registration.

4. Event Communication Assets and Support Materials

Design and production of all communication and promotional assets required for the promotion and operation of the event, ensuring full alignment with FWS brand identity and communication standards.

5. Registration and Audience Management Systems

Implementation and management of visitor registration systems and associated communication workflows, ensuring effective management of attendee data, engagement and event participation processes.

6. Event Delivery Support and Operational Coordination

Coordination support for the delivery of the event in collaboration with FWS and appointed suppliers, including planning interfaces, logistical coordination, warehousing, inventory and delivering of participant products, catering requirements, masterclass/seminars speakers, and on-site operational support structures.

7. Content Capture and Post-Event Outputs

Production of photographic and audiovisual content documenting the event, as well as post-event reporting and analytical outputs covering communications performance, audience engagement and overall impact.

8. Project Management and Administrative Coordination

Ongoing project coordination, including budget tracking, supplier liaison, invoice validation and regular coordination with FWS throughout the lifecycle of the project.



Exclusions and FWS Responsibilities

The recruitment, management and communication with exhibitors (Spanish exporters and UK importers) fall outside the scope of this assignment and will be managed directly by FWS.

Venue hire, on a dry-hire basis, as well as insurance arrangements, will be handled directly by FWS or designated providers, as specified in the contractual framework. The Agency will, however, be responsible for coordinating and contracting directly with the venue and/or relevant suppliers for all additional event-related services required for the delivery of the event, including furniture, technical equipment, staffing, utilities, cleaning, security and other operational requirements.

FWS will provide the overall creative direction, campaign concept and visual identity for the event. The Agency will be responsible for the adaptation, design and production of communication materials in line with the creative assets and brand guidelines provided by FWS. Accordingly, bidders are not required to include creative concepts, slogans or campaign proposals as part of their technical submission.

FWS will retain ultimate decision-making authority before and throughout the event. This includes, but is not limited to, approvals related to planning, execution, content, and any on-site adjustments that may be required. All strategic and operational decisions will be subject to FWS's review and final approval at every stage of the process.

Coordination Principle

The Agency will work in close coordination with FWS, ensuring alignment with strategic objectives, brand guidelines and operational requirements. FWS retains final approval authority over all key communications, event formats and supplier selections where applicable.

2.2. Agency responsibilities

The appointed Agency will be responsible for the overall communications, promotion, production support and operational delivery of Taste Spain London 2027, ensuring the event achieves maximum visibility, high-quality attendance and strong engagement with the UK food and beverage trade. The Agency will work in close coordination with Foods and Wines from Spain (FWS), which will retain responsibility for the recruitment and management of exhibitors (Spanish exporters and UK importers) through its own CRM system.

The Agency's primary responsibility will be to design and implement a comprehensive communications, PR and audience development strategy to ensure the event is widely promoted within the UK trade and attracts a large and highly relevant professional audience, including importers, distributors, retailers, on-trade / hospitality professionals, sommeliers, buyers, and media. In this regard, the Agency will develop and manage its own database and outreach strategy for visitor acquisition, ensuring the creation, segmentation and activation of a high-quality UK trade database and the delivery of strong attendance figures across all event activities.

The Agency will be responsible for the development and execution of a fully integrated communications campaign, including press relations, media partnerships, digital promotion and social media activity. This will include the drafting and distribution of press releases and media



materials, proactive media sell-in to key trade publications, identification and engagement of journalists and KOLs, and the generation of editorial coverage before, during and after the event. The Agency will also be responsible for securing advertising and media partnerships with relevant specialist press to amplify event visibility and drive registrations.

In terms of digital presence, the Agency will be responsible for providing the content for a dedicated event page within the ICEX-FWS website, which will serve as the central hub for event information, communications and registration. The Agency will ensure that all content is regularly updated, accurate and optimised to maximise engagement and attendance. A key component of the Agency's role will be the development and implementation of a digital communications strategy, including the design and execution of a social media campaign across FWS platforms. This will include pre-event promotional activity, live coverage during the event, and post-event content designed to extend visibility and impact.

The Agency will also be responsible for the design and production of all event communications and support materials, ensuring alignment with FWFS brand guidelines. This includes digital invitations, a downloadable event catalogue, exhibitor and visitor information packs, online directories, registration materials, floorplans, signage and supporting assets for tastings, masterclasses, showcookings, tasting trails and any other feature.

In terms of event production and logistics, the Agency will support FWS in the coordination and delivery of all operational aspects of the event, including venue liaison, supplier management, equipment hire, production timelines and on-site execution. This includes the design and implementation of the event layout and floorplan, ensuring optimal flow and interaction between exhibitors, visitors and activity areas, as well as the coordination of all technical and production requirements for the educational programme (tastings, masterclasses and showcookings). The agency will coordinate, manage and control wine delivery for the event, including warehousing and inventory of participant products prior to the event, as well as delivery and distribution of wine samples to each participant table the day of the event.

The Agency will be responsible for managing the visitor registration system, including the set-up and administration of the online registration platform, confirmation and communication with attendees, badge production and on-site registration management. The Agency will ensure rigorous follow-up and engagement of registered attendees to maximise attendance and participation across all event components.

On-site, the Agency will provide full operational support for the delivery of the event, including staffing coordination, press management, visitor registration, and assistance with the smooth running of all activities. The Agency will actively support media relations during the event, facilitating interviews, photo opportunities and content generation to maximise coverage.

The Agency will also be responsible for professional photography and video content, including a high-quality video of the event and a photographic dossier covering all key activities. This content will be used across FWS channels and must be produced in accordance with brand guidelines.

The Agency will also be responsible for coordinating and delivering the catering requirements for the event, including a tapas/Spanish-themed lunch service. The catering concept should ideally be developed in collaboration with a Spanish restaurant, preferably one certified under FWS-ICEX's "Restaurants from Spain" programme (available on FWS website), together with the venue's catering or kitchen team where applicable. The proposed catering solution should be



operationally realistic within the context of the venue. All catering-related costs must be included within the Agency's financial proposal and overall contract budget.

Finally, the Agency will provide comprehensive reporting and evaluation of all activities, including pre-event communications, media coverage, social media performance, attendance data, and post-event feedback from both exhibitors and visitors. A final report will be delivered within one month of the event, including analysis, insights and recommendations for future editions.

The Agency will also be responsible for ongoing budget monitoring, supplier coordination, invoice verification and administrative support related to third-party services, as well as regular coordination meetings with FWS throughout the preparation and delivery of the event.

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

2.3. Deliverables

The Agency will be responsible for delivering a comprehensive set of outputs across communications, audience development, digital engagement, event operations, content production and post-event reporting for Taste Spain London 2027. All deliverables must be aligned with FWS brand guidelines and agreed timelines.

1. Communications, PR & Media Relations

- Strategic PR and communications plan
- Press releases and media materials
- Paid media partnerships
- Media outreach strategy targeting UK trade and specialist press
- Editorial pitches and partnership proposals
- Media monitoring and coverage report

2. Audience Development & Visitor Acquisition

- Audience segmentation strategy
- Visitor acquisition campaign
- Management of Agency CRM/database for outreach
- Registration and attendance reporting

3. Digital & Social Media

- Dedicated event page content for the FWS website
- Social media strategy and content calendar
- Campaign content creation and scheduling
- Live event coverage
- Post-event digital recap content

4. Event Communications Materials

- Digital invitations
- Downloadable event catalogue
- Exhibitor and visitor information packs
- Floorplans, signage and event support materials



5. Event Delivery Support & Operations

- Event production timeline
- Operational coordination plan
- Supplier management support
- On-site registration support
- Press and guest management during event day

6. Content Capture

- Professional photography
- Event video recap
- Interview clips and visual assets

7. Reporting

- Final post-event report
- Attendance report (inc. full attendee contact details)
- Media coverage report
- Stakeholder feedback summary

8. Project Management

- Timeline management
- Budget tracking support
- Regular coordination meetings
- Invoice and supplier administration support

2.4. Agency proposed KPIs

As part of their proposal, bidders should define a realistic and measurable KPI framework focused on the areas where performance can be actively influenced and assessed. Proposed KPIs should reflect an understanding of the UK trade market and the objectives of Taste Spain London 2027.

1. Communications, PR & Media Relations

Examples may include:

- Quality and quantity of media coverage
- Number of confirmed media attendees
- Trade press engagement levels
- Reach within relevant sector publications

2. Audience Development & Visitor Acquisition

Examples may include:

- Total registrations and attendance conversion rate
- Seniority / relevance of attendees
- Share of target sectors represented
- Repeat vs new attendees



3. Digital & Social Media

Examples may include:

- Social media reach and engagement
- Campaign click-through rates
- Registrations generated from digital campaigns
- Video/content engagement
- Growth in FWS social audience during campaign period

3. TERM AND EXTENSION OF THE AGREEMENT

3.1. Term. The services described in the contract will run from the date the agreement is signed by both parties until 15th April 2027.

3.2. Extension. ICEX hereby reserves the right to renew the Agreement with the company awardee for three additional years after the initial Agreement was effected without 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 extension. Each renewal will be signed by both parties.

4. BUDGET

4.1. Maximum Budget (all tax excluded): the maximum budget for the execution of the project will be GBP 170,000 (one hundred and seventy 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.

Please note that 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 (ESQ-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.

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

All costs associated with the execution of the contract shall be deemed fully included within the total contract value submitted in the financial offer, except for venue hire and insurance.

4.2. Estimated contract value: The estimated total contract includes the value of the contract and the value of its possible extensions of its modifications, excluding any applicable taxes. Accordingly, the maximum estimated total contract value of this contract is GBP 714,000 (seven hundred and fourteen thousand pounds sterling) excluding taxes, which includes the following maximum amounts:



- Main contract maximum budget: GBP 170,000
- Renewal (first) maximum budget for 2028: GBP 170,000
- Renewal (second) maximum budget for 2029: GBP 170,000
- Renewal (third) maximum budget for 2030: GBP 170,000
- Modifications to the contract: up to 20% of the awarded contract value (maximum GBP 34,000) over the full term of the agreement, including the main contract and all renewals. Foreseeable circumstances that may justify a modification to the contract value include the need to expand the scope of services. This may arise from a need to extend the duration of the event, increase the number of exhibitors, or incorporate additional complementary activities related to the objectives set out in this briefing.

5. PAYMENTS AND INVOICES

5.1. Contract Amount. Only the activities, budgets and procedures included in the Contract will be binding for the Parties. No expense on behalf of ICEX can be incurred by the company before the date of signature of the corresponding contract and prior approval of ICEX, as represented by the Economic & Commercial Office of Spain in London.

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

5.3. Payment schedule. ICEX will ensure that payment is made according to the following schedule:

PR and Communications fee: ICEX will ensure that payment is made at the end of each month upon presentation of the invoices for the services provided that month and its corresponding report of activities.

Event Management and Logistics: will be paid in 2 (two) instalments:

- Instalment 1: Corresponding to the services provided from the beginning of the activity until the final version of the digital catalogue is completed (mid-January).
- Instalment 2: Corresponding to the services provided from delivery of digital catalogue until completion of the activity.

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, Q2891001F, must be quoted on all invoices.



The Agency invoice will contain the following elements:

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

6. REQUIREMENTS

- 6.1 Financial solvency requirements.** All bidders will be required to provide evidence of financial solvency, including financial accounts for the last three completed financial years. The minimum turnover requirement shall be GBP 200,000 in the best of the last three financial years.
- 6.2 Technical solvency requirements.** The company must have a strong and proven track record in food and wine communications and event marketing. The technical solvency of the company shall be demonstrated by submitting similar activities carried out during the past three years in the United Kingdom.
- 6.3 Team requirements.** The role of each team member assigned to this project must be clearly specified in the tender submission. A professional biography or curriculum vitae for each proposed key team member must be included in the proposal.

The appointed Agency must designate a primary contact person who is fully informed of all aspects of the contract, including operational and administrative matters, who will maintain direct and continuous communication with the Economic and Commercial Office in London.

A minimum dedicated team of four professionals assigned to this project is required. Agencies may structure their internal teams as they deem appropriate, provided that all functions and minimum experience levels detailed below are fully covered.

1. Project Director / Account Lead

Senior professional with overall responsibility for strategic direction, client servicing, supervision of deliverables, budget oversight and quality control of the full programme.

Minimum experience required: five (5) years in agency leadership, event management, trade promotion or integrated communications projects.

2. Project Manager – Stakeholder & Exhibitor Coordination

Professional responsible for day-to-day project management, timeline control, coordination with FWS, liaison with exhibitors and stakeholders, management of deliverables and administrative follow-up.

Minimum experience required: four (4) years in project management, client servicing or event account management.



3. Communications & Audience Development Manager

Professional responsible for PR strategy, media relations, trade outreach, visitor acquisition campaigns, CRM/database activation, invitations, audience growth and communications performance.

Minimum experience required: four (4) years in PR, communications, B2B marketing or audience development, preferably in food, beverage, hospitality or trade sectors. Strong English copywriting skills required.

4. Event Operations & Logistics Manager

Professional responsible for supplier coordination, venue operations, floorplan implementation, registration flow, technical production and smooth on-site delivery of all event elements, including tastings, masterclasses and showcookings.

Minimum experience required: four (4) years in event operations, production or logistics management.

All key personnel must be fluent in spoken and written English. Any replacement of key personnel during the contract period must be approved in advance and substituted by professionals of at least equivalent qualifications and experience. Any changes of key personnel could affect its potential renewal.

The Agency team will hold regular coordination meetings with the Economic and Commercial Office in London, either in person or by 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 (Document 3)	30
The agency with the lowest budget will receive the maximum score. All other proposals will be scored proportionally using the following formula: $\text{Score} = \left(\frac{\text{Lowest Price}}{\text{Price Offered}} \right) \times 30$ Proposals that exceed the maximum available budget will not be considered.	



II. Technical Proposal (Document 2)	70
ICEX will assess the quality of the proposed plan and the extent to which it satisfies most efficiently the objectives of the events, assigning points to each of the components of the Technical Proposal, as described below. 1. Communications, PR and Media Strategy – Maximum 20 points ICEX will assess the quality, ambition and relevance of the proposed communications and PR strategy, and the extent to which it is likely to maximise visibility for Taste Spain London 2027 within the UK food, beverage and hospitality trade sectors. This will include assessment of (5 points each): • Overall communications approach and clarity of messaging • Proposed PR tactics and media outreach plan • Relevance and quality of target trade media, publications, journalists and KOLs identified • Proposed methodology for measuring media impact and results 2. Audience Development and Visitor Acquisition Strategy – Maximum 20 points ICEX will assess the quality and credibility of the proposed strategy to attract a strong, relevant and high-quality professional audience to the event. This will include assessment of (5 points each): • Understanding of target attendee profiles (importers, distributors, retail, HORECA, buyers, media, etc.) • Proposed outreach methodology and audience acquisition plan • Measures proposed to maximise registrations and attendance conversion • Proposed KPIs and attendance performance metrics 3. Digital Presence and Social Media Strategy – Maximum 15 points ICEX will assess the quality and suitability of the proposed digital and social media strategy in support of event promotion and audience engagement. This will include assessment of (3 points each): • Suitability of proposed channels, formats and content calendar • Quality and effectiveness of the proposed pre-event social media campaign to support audience acquisition and event awareness • Quality and feasibility of the proposed live-event digital coverage and real-time content generation approach • Capacity to generate engagement before, during and after the event • Proposed KPIs for digital campaign performance 4. Event Delivery, Logistics and Operational Plan – Maximum 15 points ICEX will assess the quality, realism and efficiency of the proposed operational delivery plan for the event.	



This will include assessment of (3 points each): • Overall project planning and implementation methodology • Realism of timelines and workflow structure • Proposed approach to supplier coordination and event set-up • Visitor registration and on-site management plan • Risk management capacity and responsiveness during live delivery Technical Proposals that do not receive at least 35 points in section II will be automatically excluded.	
TOTAL	100

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

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

8. CONTENTS OF PROPOSALS

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

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

- **Acceptance letter.** All bidders are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and conditions stipulated in the present briefing.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last 3 years, including dates and clients for whom the services were undertaken. A minimum of three years' experience in similar projects is required.
- **Team requirements.** A professional biography or curriculum vitae for each proposed key team member must be included in the proposal
- **Financial Solvency.** Bidders must prove an annual turnover of more than GBP 200,000 in the best of the last three tax 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.

8.3. Document 2: Technical Proposal (PDF file). The technical proposal **must not contain any reference to price and must not exceed 50 pages**. Tenderers 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 7.1. II., including deliverables.

- 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. This contract is awarded on a **turnkey basis**. The total contract value constitutes a **lump sum fee covering the full delivery of all services and deliverables described in this briefing**, subject to full compliance with the requirements set out herein. The Agency is not required to provide a breakdown of internal fees or overhead costs.

All costs associated with the execution of the contract shall be deemed fully included within the total contract value submitted in the financial offer, except for venue hire, on a dry hire basis, and insurance.

- 8.4.1. Taxes.** ICEX will evaluate the Financial Proposal based on the offered prices, excluding taxes. Therefore, the proposals should include a breakdown with the price offered, where taxes are clearly separated, if any.
- 8.4.2. Currency.** The proposal will be drafted in **British pound sterling (GBP)**.

9. SUBMISSION OF PROPOSALS

- 9.1. Invitation to tender.** ICEX, represented by the Economic & Commercial Office of Spain in London, will send this briefing to different companies. The briefing will also be published on the website of the Economic & Commercial Office of Spain in London.
- 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 **22nd July 2026, 11:00 CET**. Proposals not submitted within the deadline will be automatically excluded.
- 9.2.1. Electronic files.** All files should be in digital (PDF and MS Excel) format only. Neither e-mails nor individual files sent as attachment should exceed 4MB in size. Should files be larger, the competing companies should use a file transfer service, which they have previously verified (e.g. WeTransfer, Dropbox, or other).
- 9.2.2. Expenditures.** Please note that any expenditure incurred by competing companies in the preparation of the proposals, presentations and quotes will be at the expense of the said companies. Submission of the offer will not generate any fees or reimbursement of any type of expenses from ICEX.
- 9.2.3. Language.** The proposal will be drafted and presented in English or Spanish.
- 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 these 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 writing.



- 9.5. Compliance with requirements.** All competing companies submitting a proposal should be aware that the Legal Services of ICEX will review the documentation submitted by each company, to ensure compliance with every requirement set in this brief. Non-compliance with any of the requirements established in the present brief will result in the automatic disqualification of the company concerned.
- 9.6. Assessment of proposals.** Document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing company has been verified to comply with every requirement set in this brief, will document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, document 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.
- 9.7. Selection of company.** A decision will be made as soon as possible from the published proposal due date. The decision will be notified via e-mail to all competing companies, in order to enable the selected company to begin work promptly.
- 9.8. Enquiries.** Questions related to this briefing might be addressed in written form until **17th July 2026, 11:00 CET** only through the e-mail tenders@icex.es. In the interest of fairness, any questions by competing companies, as well as the corresponding answers by ICEX, might be shared with all other companies.

10. PROCUREMENT BOARD

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

President	María Naranjo	Director of Agrifood Industry. ICEX Headquarters
Substitute	Salomé Martínez	Deputy Director of Agrifood Industry. ICEX Headquarters
Member	Lidia Escribano	Head of Food and Wines Department. ICEX Headquarters
Substitute	Lidia Martínez	Head of Food and Wines Sector. ICEX Headquarters
Member	Marianne Rodríguez	Assistant Director FWS. Embassy of Spain in London
Substitute	Francisco Gutiérrez	Assistant Director FWS. Embassy of Spain in London
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



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 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 to those 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

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

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

6. EUROPEAN FUNDING

European Regional Development Fund (ERDF). This project can be subject to financing of the European Union through the European Regional Development Fund. The successful tenderer will be obliged to comply with the information and advertising obligations set out in



Annex XII, section 2.2. of Regulation (EU) 1303/2013 of the European Parliament and of the Council of 17 December 2013¹, and, in particular, the following:

- In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Regional Development Fund.
- In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union and the European Regional Development Fund, including the motto "A way of making Europe".

¹ Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006. <http://data.europa.eu/eli/reg/2013/1303/2020-12-29>

