

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.
TRADE COMMISSION OF SPAIN IN SINGAPORE

Dirección:

E-mail: tenders@icex.es

Date: June, 10th, 2026

REQUEST FOR PROPOSALS

Submission: tenders@icex.es
Closing: **22nd June 2026 14:00**
(SG time: UTC+8)

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in Singapore
Contract number	X073-07-2026
Proposal's request	To select a communication agency with experience in marketing and communications in Singapore, preferably in the consumer goods sector and/or food and beverage, to manage and execute EAT SPAIN DRINK SPAIN 2026 (ESDS 2026) campaign. The promotion will focus on organizing press and influencer events and reaching out to Spanish and non-Spanish restaurants, chef academies, Spanish product stores, and department stores, to encourage them to run special promotions during the period from September 1 st September to September 15 th , 2026. The Agency will be responsible for all aspects of organization and execution including the verification and documenting of all these activities.
Timing, dates and possible number of renewals	Signed date until 30 th September 2026 with 2 possible extensions.
Max. budget for contract excluding renewals	USD 30,000 (Thirty thousand US dollars), tax excluded
Contract value including renewals	USD 90,000 (Ninety thousand US dollars), Total term + extensions, tax excluded
Qualifying prerequisites	- Financial solvency: financial accounts for the best of the last three years and minimum of USD 30,000 or equivalent in local currency. - Technical solvency: proven track record in Singapore during the past three years. - Team requirements: a minimum of three (3) staff members and a designated primary contact person
Points to be assigned based on evaluation of your proposal	Price (max 40 points), Technical (max 60 points)
Documents to be submitted separately, which together are the proposal	- The proposal: Consists of three (3) separate submissions that all together represent the proposal. Each individual submission needs to be emailed to this address only: tenders@icex.es by 22nd June 2026 14:00h Singaporean time (UTC +8) 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 18th June 2026 17:00h Singapore time (UTC +8) to tenders@icex.es

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Economic & Commercial Office of Spain in Singapore, invites companies to submit their proposals to select a communication agency with experience in marketing and communications in Singapore, preferably in the consumer goods sector and/or food and beverage, to manage and execute EAT SPAIN DRINK SPAIN 2026 (ESDS 2026) campaign.

ICEX (www.icex.es) is a Spanish public organization, established in 1982, whose main purpose it to promote the internationalization of the Spanish economy. ICEX depends on the Ministry of Economy, Commerce and Business of the Government of Spain (www.mineco.gob.es), whose international economic policy it implements. However, ICEX does not make part of the State administration and has some extent of budgetary and operational autonomy. For the fulfillment of its mission, ICEX counts on a network of professionals specialized in business internationalization. These professionals work at ICEX headquarters in Madrid, at the 30 Territorial and Provincial Trade Offices established at different Spanish cities, and more than 100 **Economic & Commercial Offices** located in Spanish embassies and consulates all over the world.

1. PROJECT DESCRIPTION

- 1.1.** One of the main objectives of Ofecomes Singapore is to promote the Spanish wine, beverages, and food sectors throughout Singapore. To this end, every year, in coordination with ICEX's headquarters, it plans, defines, executes, and monitors a wide and diversified catalogue of activations, mostly aimed at the trade, but also some including the end consumer. Gastronomy plays a central and key role in this strategy as a means of promoting Spain's food and beverage products to the various audiences and stake holders. In view of the above, ICEX and Ofecomes Singapore are seeking an Agency with experience in marketing and communications in Singapore aimed at planning, organizing, coordinating, and executing the Eat Spain Drink Spain program in Singapore during 1st September to 15th September 2026.
- 1.2.** The importance of the **Spain's gastronomy** and Spanish Foods in Singapore is evidenced by the presence of Spanish certified restaurants. ICEX supports and promote restaurants embedded in Spanish cuisine through the "**Restaurants From Spain**" (RFS) Certification and also the newly created certification "**Colmados From Spain**" (CFS) for gourmet establishments. The RFS certificate is an instrument for the support and recognition of restaurant initiatives that are focused on Spanish cuisine and, by extension, the Spanish culture, guaranteeing the level of quality of these establishments. It recognizes and establishes quality standards and criteria for the consumer who is looking for quality Spanish cuisine, as well as models that can be followed by restaurateurs who may wish to offer Spanish cuisine in other parts of the world. All the restaurants that have the "Restaurants from Spain" certificate will share a feeling of Spanish gastronomy based on genuine roots, ingredients, recipes, and quality. To date, a total of 16 Spanish restaurants in Singapore are certified by the program and have received their Restaurants from Spain diploma from the Counsellor of the Economic and Commercial Office of the Spanish Embassy in Singapore. Regarding Colmados from Spain, currently there are 2 establishment certified in Singapore.

2. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

The company will be in charge of:

2.1. Develop two (2) broad activations within the Eat Spain Drink Spain program described above:

2.1.1. A public relations and influencer activation which includes appropriate events in Spanish and non-Spanish restaurants, chef academies, Spanish product stores and department stores (hereinafter, the establishments) with this targeted audience, aimed at creating and distributing content about Spanish gastronomy, food, wines, and beverages.

2.1.2. A series of promotions during the campaign period at the establishments. The Agency will contact them and provide incentives for them to run special dinners, etc.

2.1.3. Additionally, the Agency will propose and execute a communication plan to amplify the reach of these promotions locally. To achieve these activations, the Agency will need to:

2.1.3.1. Attract influencers, bloggers, and media to the organized events and to attract them to the establishments. Three (3) influencers at least.

2.1.3.2. Develop all needed assets and promotional materials following ICEX design guidelines. ICEX will provide these assets and guidelines.

2.1.3.3. Press and Influencers. The Agency will, to this end, be required to perform the following tasks:

- Identify Target Audience: Determine the specific audience to be reached through the influencers and establishments promotions. This should include media influencers, local journalists, food bloggers, key opinion leaders or industry professionals.
- Define Goals: Clearly outline the objectives to be achieved through these events. It could be increasing brand awareness, generating positive reviews and coverage, driving foot traffic, or boosting social media engagement.
- Create Compelling Content: Develop engaging content and storytelling elements that showcase the unique aspects of the Spanish gastronomy and the establishments, such as its ambiance, cuisine, or chef's specialties. This could include personalized invitations, behind-the-scenes footage, or exclusive menu previews.
- Establish Partnerships: Collaborate with relevant influencers, food bloggers, or local media outlets to leverage their reach and influence.
- Event Planning: Carefully plan and organize events and the establishments promotions, pay attention to menu curation, seating arrangements, and event flow. The aim is to highlight authenticity with ingredients of Spain origin as the key.
- Media Outreach: Craft a targeted media list and reach out to journalists, bloggers, and other influencers in the food and dining industry. Share press releases, event details, and exclusive invitations to generate pre-event coverage and post-event reviews. Media would include print and digital news publications and broadcast media (radio and TV platforms).
- Social Media Strategy: Develop a robust social media strategy to amplify the reach and impact of the influencer dinners and establishments promotions. Create engaging content, use event-specific hashtags, encourage user-generated content, and leverage influencer partnerships for wider exposure. Social media platforms

would include Instagram, Tik Tok, Xiao Hong Shu, You Tube and any other emerging social media platforms.

- Monitor and Measure: Continuously monitor the impact of the influencer events and establishments promotions. Track metrics such as media coverage, social media engagement, website traffic, and reservation bookings to evaluate the success of your efforts.
- Follow-up and Engagement: Engage with attendees, influencers, and media after the event. Express gratitude, share event highlights, respond to reviews, or feedback, and continue fostering relationships for potential future collaborations. Lastly, the Agency will need to be available to present on an ongoing basis status of work and at the end of the promotional period prepare wrap up report and present this to ICEX and Ofecomes Singapore.

2.1.4. Establishment promotions during the ESDS campaign: Under the ESDS campaign, the Agency will organize the presence of Spanish and non-Spanish restaurants and other establishments in the promotion. This translates into restaurants offering some type of special menu or alternative sort of engagement (ie: special dish, 1 for 1 promotion, etc), calling out on newsletters, restaurant posts ESDS, etc. In the proposed plan the Agency will provide a minimum number of participating establishments, with the help of Ofecomes Singapore. All artworks must conform to Foods and Wines from Spain's brand identity and requires approval by Ofecomes Singapore. Event graphics and design elements to be utilised in all materials will be provided by ICEX. The Agency will be responsible for hiring and making direct payment to the selected service providers.

2.1.5. Communication and Public Relations

- Design a communication strategy for the Eat Spain Drink Spain campaign, to be run from July to September, to maximize media coverage and social media presence before, during and after the events. The strategy must be translate into a specific action plan with clear deliverables.
- Provide a realistic PR plan, indicating tactics, targets, timeline, and deliverables.
- Generate press and social media coverage on Spanish food, wines, and trends as they relate to the Eat Spain Drink Spain campaign and participants, to include pre-event calendar listings in major wine and food industry websites and publications, profile articles highlighting the growth, quality and opportunity of Spanish food and wines for Singaporean trade, as well as pre-event media coverage encouraging attendance.
- Write and create all materials, including invitations, press releases, media alerts and pitch letters.
- Proactively seek media interviews and photo opportunities prior to and during the events.

2.1.6. Website and social media. Develop a communication plan for the campaign to include all the following elements:

- Website:
 - Develop and provide content to dedicated event web pages on the www.foodswinesfromspain.com website **which will serve as the**

home/hub for all event communication. Examples of similar Eat Spain Drink Spain event pages can be found in the following links:

- <https://www.foodswinesfromspain.com/en/upcoming-events/trade-shows-detail-three/eat-spain-drink-spain-singapore-2026>
- <https://www.foodswinesfromspain.com/en/upcoming-events/trade-shows-detail-three/eat-spain-drink-spain-singapur-2025>
- Well written content about the event as well as relevant news and alerts should be published in the relevant sections of the website throughout the month leading to the event, to maximize interest and quality of attendees.
- Note: All paid content will become the property of ICEX.
- Social media: The Agency should deliver a detailed social media (SM) communication calendar (content grid) indicating the target date for each of the following:
 - Create and develop a content grid with corresponding assets in which it shows what will be published and when.
 - Generate excitement and interest in the Eat Spain Drink Spain events before, during and immediately following the events.
 - On the day of appropriate event, the agency should arrange for interviews for stories on FWS main Instagram/Facebook accounts and Ofecomes Singapore LinkedIn accounts:
 - <https://www.instagram.com/spainfoodwine>
 - https://www.facebook.com/FoodsWinesFromSpain/?brand_redir=382313000595
 - <https://www.linkedin.com/company/78976774/admin/feed/posts/>
 - <https://www.linkedin.com/company/99292369/admin/feed/posts/>

2.1.7. Photography and Video

- The Agency will be responsible for producing/contracting all event photography and for the filming and production of a 3–5-minute Full HD 1920x1080 video recap of the campaign, to be uploaded to the Foods and Wines from Spain YouTube channel and website and Ofecomes Singapur LinkedIn.
- The video should be edited utilizing the specific FWS graphic design materials created by ICEX for all video content. All texts, names and titles of people interviewed should follow the corporate colors of FWS.
- The Agency should deliver a dossier of professional photographs for corresponding activations.

Note: All rights for the above materials will belong to ICEX.

2.1.8. Reporting – Periodic and Final Event Reports

- During the months leading up to, and immediately following the events, ICEX represented by Ofecomes Singapore may require the Agency to meet on a more regular basis for the preparation of the events.
- Before September 30th, the agency will be required to deliver a complete final wrap-up report describing both the different tasks undertaken as well as the results and include complete contact info for all attendees.
- These reports will include a detailed description of promotion strategy, all promotion efforts, results, analysis of social media activity, and results from both the participating companies and attendee surveys.
- All communications must be channeled through Ofecomes Singapore.

2.1.9. Establishments promotion events - Management and Logistics

- Develop a detailed and executable logistics and management plan with non-binding, but viable budget recommendations for this activation. This should include storage and delivery of campaign materials.
- Contact the establishments for the set-up and execution of activations.
- Identify and contact professionals responsible for decision making and planning of establishment's specials and promotions.
- Identify and secure assets, materials needed.
- Coordinate with all involved.
- Prepare budget for this activation.
- Promote ESDS and participants.
- Contact and follow up with all target guests.
- Compile final attendee list with all contact information before and after the event.
- Identify, contact, and follow up with appropriate media and influencers.
- Ensure that establishments have graphic assets and email to send to its database.
- Fulfill post-event tasks and provide reporting no later than one month following the event:
- Prepare post event report to show what was done.

Note: Event graphic assets and design guidelines to be utilized in all materials will be provided by ICEX.

NOTE: Agency will be responsible for the hiring and payment of any third-party expenses related to the establishments
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- 2.2.** Bids that do not include all the activities / tasks requested in the briefing will be automatically excluded.

3. TERM AND EXTENSION OF THE AGREEMENT

- 3.1. Term.** The services described in the contract will run from the date the agreement is signed by both parties until September 30th, 2026.
- 3.2. Extension.** ICEX hereby reserves the right to renew the Agreement with the company awardee for two (2) additional campaigns (in 2027 and 2028) since the initial Agreement was affected 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 **30,000 USD (thirty thousand US dollars)**. Bids will be made in USD **excluding**

taxes.

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

The budget allocation covers all communication program, in-store programs, overall promotions and associated costs, including the agency fee. In your financial proposal, please indicate how you will allocate the budget between communication (media, social, digital, etc.) in-store promotions (total and per store cost), e-tailer promotions, opening event and the agency fee.

ICEX will evaluate the proposals on the basis of the offered prices, excluding taxes.

ICEX is a Spanish institution based in Spain for all purposes.

- 4.2. Estimated contract value:** The estimated total contract includes the value of the contract and the value of its possible extensions of its modifications, excluding any applicable taxes. According to the latter, the total estimated total contract value of this contract is a maximum of 90,000 USD excluding taxes, which includes the following maximum amounts:

- Main contract maximum budget: 30,000 USD
- Renewal (first) maximum budget for 2027: 30,000 USD
- Renewal (second) maximum budget for 2028: 30,000 USD

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

5. PAYMENTS AND INVOICES

- 5.1. Contract Amount.** Only the activities, budgets and procedures included in the Contract will be binding for the Parties. No expense on behalf of ICEX can be incurred by the company before the date of signature of the corresponding contract and prior approval of ICEX, as represented by the Economic & Commercial Office of Spain in Singapore. The awardee will be entitled to payment for the services provided as set out in the contract.
- 5.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is **US dollars (USD)**. Any currency exchange costs will be borne by the bidder. In the case Spanish companies are awarded the contract; an addendum will be made to the contract converting the US\$ into Euros at the official exchange rate in effect on the date of the resolution of award.
- 5.3. Payments to offshore accounts.** Payments to bank accounts of the company located offshore will be subject to compliance with the domestic currency exchange legislation. Any international bank transfer fees or costs will be borne by the bidder.
- 5.4. Payment schedule.** ICEX will ensure that payment is made at the end of each month upon presentation of the invoices for the expenses incurred in that month upon submission of the invoice and acceptance by ICEX of both the services provided during that period and. The invoices will be paid within thirty (30) days of its submission.
- 5.5. Invoice details.** All the invoices should be addressed to:

ICEX España Exportación e Inversiones, E.P.E.

Paseo de la Castellana 278, 28046 Madrid, Spain
VAT Number: ES-Q2891001F

But dispatched to:

Embassy of the Kingdom of Spain – Economic and Commercial Office
7 Temasek Boulevard, #19-03
Suntec Tower One, Singapore 038987

The Agency invoice will contain the following elements:

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

6. REQUIREMENTS

- 6.1 Financial solvency requirements.** All competing companies will be required to provide a solvency report including financial accounts for the last three years. The minimum turnover requirement is an amount of 30,000 USD or equivalent in local currency, on the best of the past three (3) years (2025, 2024 and 2023; or 2022 if 2025 accounts are not yet available).
- 6.2 Technical solvency requirements.** The company must have a strong and proven track record in Singapore. The technical solvency of the company shall be demonstrated by submitting similar activities carried out during the past three (3) years in Singapore.
- 6.3 Team requirements.** The role of each team member assigned to this project shall be specified in the tender. In addition, their curriculum vitae (CV) anonymized must be included in the proposal. The company must designate a primary contact person that is informed of all aspects of the contract, including administrative matters, and has direct continuous communication with ICEX, represented by the Economic and Commercial Office.

A minimum of three (3) staff members assigned to this project is expected. The team will have:

- One (1) Senior Lead Manager who will remain involved to lead the team, coordinate and manage all related aspects of the project. This person should have three (3) years plus of marketing and communication experience in Singapore. The Senior Lead Manager will also act as a designate primary contact person who will be informed of all aspects of the contract, including administrative matters, and will have direct and continuous communication with ICEX, as represented by Ofecomes Singapore.
- Two (2) or more Marketing and Communications Specialists, who may be any professionals working in marketing and/or communications departments, each with a minimum of one (1) year of experience in marketing and communications activities in Singapore.

In general, the team will need to demonstrate that it possesses both the tangible and intangible resources necessary for the successful implementation of the campaign described in this briefing. The team members will need to demonstrate:

- Expertise in Marketing and Communications
- Multichannel Communications Skills
- Creative Content Creation
- Integrated Marketing Approach
- Digital Marketing Expertise
- Public Relations and Media Relations
- Event Management Skills
- Budget Management

The company will notify the Economic and Commercial Office of any changes to the team that may have an impact on the development of the project. Any member leaving the team will have to be replaced with a person that meets the requirements of this briefing.

Any team member who leaves must be replaced by someone who meets the requirements established in this briefing. In the event of a team member replacement, the contractor must provide at least fifteen (15) days' notice and comply with the following requirements:

- Submit a change request explaining the reason for the replacement.
- Submit the CV of the new team member, who must have equal or greater qualifications and experience than the person being replaced.
- Cover the costs associated with knowledge transfer and the overlap between both profiles.

The appointment, replacement, or removal of any personnel assigned by the contractor must be coordinated in advance with ICEX. Any changes to key personnel may affect the potential renewal of the contract.

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

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

Non-compliance with any of the requirements established in the present briefing will result in the disqualification of the bidder concerned.

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		40
• The offer with the lowest budget will receive the highest score of the item, and the rest will obtain the proportional score.		

Most economical offer = maximum score. Rest of the offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) X maximum score per criteria. <u>Financial Proposals that exceed the maximum available contract budget will not be considered.</u>	
II. Technical Proposal	60
• 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. <u>Technical Proposals that do not receive at least 30 points in this section will be automatically excluded.</u> - II.1.a Presentation of a detailed plan and a logical timeline of events for both the ESDS events and process of onboarding and insuring participation of establishments in promotion. <u>At least 10 events</u> will be required to be presented (Maximum points: 20) ▪ The plan should detail how tasks will be organized and how the Agency staff and resources will be employed to achieve the project's objectives. The plan must address the attendance numbers and profiles, as well as the methods for convening the audience (i.e. diffusion plan). Maximum points awarded for the plan is 15 points. ▪ An extra 5 points will be awarded to Diffusion plans that include personal phone calls. Agency must indicate which tasks will be fulfilled by third party providers, if necessary. - II.1.b ESDS events with press and influencers proposal will be judged on the expected reach of it. This includes evaluating: (Maximum points: 15) ▪ The suitability of partnering media and the extent of the collaboration (max. 10 points). ▪ The suitability of influencers and the extent of the collaboration (max. 5 points) - II.1.c ESDS with Establishments and Restaurants From Spain. Will judge the level of impact of the proposed plan by agency, and the collaboration with both RFS restaurants and CFS. A minimum of six (6) restaurants -RFS- and one (1) colmado -CFS- are required to participate in the campaign. (Maximum points: 10) - II.1.d Professional Team assigned to the project: evaluation of the experience of the team in marketing and communication in Singapore. (Maximum points: 15) ▪ Senior Lead Manager receives 2 points per additional year above the 3 years required, up to a maximum of 10 points. ▪ Marketing and Communications Specialists will add 1 point to the score per additional year above the 1 year required, up to a maximum of 5 points.	
TOTAL	100

The elements of the Technical Proposal 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 -Document 1-; Technical Proposal -Document 2-, and Financial Proposal -Document 3-)**, as detailed below. Proposals that miss any of the said documents will be considered incomplete and excluded.

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

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. See **Annex 1**.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last three (3) years, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work were undertaken. A minimum **experience of three (3) years** in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than 30,000 USD or equivalent in local currency in the best of the last three (3) years (2025, 2024 and 2023; or 2022 if 2025 accounts are not yet available). 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 should not make any reference to price. All competing companies must present a detailed work proposal, that includes:

- Detailed plan and timeline for the campaign
- Media and influencers proposal
- Establishments and Restaurants From Spain engagement plan
- Professional team experience (CVs or similar)

In order to facilitate the understanding and assessing of the technical proposal, we suggest bidders to organize the proposal document following the structure of technical proposal criteria (7.1: II.1.a, II.1.b, II.1.c, II.1.d), notwithstanding that other issues of value will be included.

- 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.

The price contained in the economic offer must ONLY be included in Document 3. Proposals exceeding the maximum available budget of 30,000 USD (main contract), excluding taxes, will not be considered.

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.

8.4.2. Currency. The proposal will be drafted in **US dollars**.

9. SUBMISSION OF PROPOSALS

- 9.1. Invitation to tender.** ICEX, represented by the Economic & Commercial Office of Spain in Singapore, will send this briefing to different companies. The briefing will also be published on the website of the Economic & Commercial Office of Spain in Singapore and at ICEX's website.

- 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 June 2026 14:00h Singapore time (UTC +8)**. 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.

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.

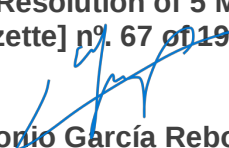
- 9.4. Clarification of proposals.** Competing companies meeting the administrative requirements of the present brief may be invited by ICEX to clarify specific aspects of their technical or financial proposals, which will be done in written.

- 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.** 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. Contact persons.** Questions related to this briefing might be addressed in written form until **18th June 2026 17:00h Singapore time (UTC +8)** 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.

In Singapore, on the date of the electronic signature

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


Antonio García Rebollar
Chief Economic and Commercial Counsellor
Economic and Commercial Office of Spain in Singapore

ADMINISTRATIVE CLAUSES

1. FINANCIAL PROPOSAL CALIFICATIONS

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

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

Whenever a bid is considered disproportionate or anomalous, the interested party will be requested to justify their proposal, its terms and conditions, within the 72 hours following its notification. Having received the plea or the aforesaid time limit having expired, ICEX will decide, upon technical advice if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

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

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

2. OBLIGATIONS

- a. **Technical Quality.** The company awardee shall be responsible for the technical quality of the work and services it may carry out during this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate methods, or incorrect conclusions in the performance of the contract. In particular, the company awardee shall be responsible for:

- Ensuring that both the development and the result of the services and work which has been contracted to carry out comply with the quality specifications required by ICEX.
- Compliance with the time-limits agreed with ICEX in each case.
- Omissions, errors, incorrect conclusions, or inappropriate methods that it may recommend and implement during the term of this contract.

- The personnel forming part of the project team assigned to the development and performance of the Contract, with the company bearing sole liability in employment matters for the conduct and operation of the above-mentioned team.
 - The processing of any information and data made available to it.
- b. **Copyright and information rights.** The intellectual or industrial property rights for all works created by the company, as well as all the information gathered by the latter on behalf of ICEX in connection with this contract shall belong to ICEX, at no extra cost, upon payment of all relevant consultancy fees and expenditure herein agreed. This includes the right to use, reproduce, modify, distribute publicly and via online media. Said rights will be on a global basis and throughout the maximum period of copyright protection, for all the file types, in any format or language, and with all the effects determined by the law.
- i. All materials produced are the property of ICEX, including any intellectual property, printed materials, photography, website, videos and other offline and online publications.
 - ii. The company awardee will ensure that all vector files of materials produced, in any medium or format, are delivered to ICEX. This includes all original and edited photography, video, and social media files, which the company guarantees have been produced for ICEX and are not owned by third parties.
 - iii. The company shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as the said claim is based on the allegation that the work carried out by the company within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes an undue appropriation of trade or industrial secrets belonging to third parties.
- c. **Confidentiality.** The company awardee is obliged to maintain professional confidentiality with regard to the information and documentation provided by ICEX for the performance of the services. This obligation shall remain in force both during and after the end of the activities to which the contract related, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status. This clause shall not apply to information that is (i) in the public domain, (ii) already known to the party receiving it, (iii) disclosed in compliance with court orders or under legal obligations.
- i. The company shall only permit access to the confidential information to those persons who have a need to know it for the purposes of carrying out the activities and services under the contract. The company shall be responsible for ensuring compliance with the confidentiality obligations by the personnel in its employ and by any persons or entities working in collaboration with the company or subcontracted by it.
 - ii. The company also undertakes not to use any confidential information belonging to ICEX to which it may have access for its own or private purposes or for any other purposes.
 - iii. Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal actions against the company for any liability that might be applicable.

3. CANCELLATIONS

- a. **Termination.** ICEX reserves the right to unilaterally terminate the contract if the services are not performed by the company in accordance with the instructions received from ICEX, if any of the deadlines applicable to the company are not met, or if there is any failure to

fulfil the obligations established in the contract. All of the above is without prejudice to any claims for damages that might arise.

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

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

4. CONTRACT AND JURISDICTION

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

5. DATA PROTECTION

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.