



AVIANZA TENDER BID – SEVERAL CLARIFICATIONS

Question 1: Given that proposals close on 21 September and the contract ends on 31 December 2026, what is the anticipated contract award/signature date and effective campaign period? This is important because no costs can be incurred before signature/approval.

Answer 1: Based on Sections 3.1, 5.1, and 9.7, under a base case scenario (ie no claims after offers assessment and agency appointment) the contract is expected to be signed by 28th September/1st October, latest. However, and prior to its signature, the contract has to be reviewed and approved by ICEX legal department. Regarding the effective campaign period, the bidder could consider the fourth quarter of 2026 (ie 1st October to 21st December) subject to the limitations mentioned above.

Q2: Which Spanish poultry products/brands are currently imported and commercially available in Singapore, through which importers/distributors, and in which retail/HORECA channels? The tender says 12 Spanish establishments are SFA-approved, but that doesn't necessarily mean their products are currently available locally.

A2: Based on Section 1.4 and as per current knowledge both [COREN](#) and [URGASA](#) are exporting to Singapore. GRUPO VALLS is still under commercial discussions but has not exported yet. The bidder may want to check the Spanish accredited poultry producers at [SFA webpage](#), as this is a publicly available information. COREN's distributor is [EURASIA GLOBAL FOOD](#) which supplies HORECA businesses (ie chicken wings and thighs at PURA BRASA restaurant). However, it is important to outline that this promotional campaign is targeted to introduce the Spanish poultry sector (not targeted to promote any specific associated companies or member in AVIANZA). It's a sectoral promotion rather than a corporate one.

Q3: Will ICEX/AVIANZA provide the poultry products/samples required for tastings, chef activities, restaurant activations, influencer content, etc., or must product purchase/import be included within the USD 30k agency budget?

A3: Based on Sections 2 and 5.1 ICEX/AVIANZA (hereafter, the Client) will provide poultry samples, from AVIANZA participating associates, required for promotional activities. Therefore, no direct purchase of these products will be expected from the awarded agency.



Q4: Will ICEX/AVIANZA provide introductions/contact databases for their existing Singapore importers, distributors, retailers and Restaurants from Spain, or is the agency expected to source and recruit all partners independently?

A4: Based on Sections 1.4 and 7.II.2.c, the agency is expected to leverage its own contacts. The technical evaluation explicitly scores bidders on "the depth and relevance of the company's contacts in the channel". However, ICEX can likely facilitate introductions to their network, such as the [17 local restaurants already certified under their "Restaurants from Spain" seal](#).

Q5: Please confirm the wording "minimum of 1 action and 10 participating restaurants and/or 10 hotels." Does this mean 10 establishments in total, or 10 restaurants + 10 hotels?

A5: As per Section 7.II.2.a., the optimum target is to maximize the number of participants as possible while maintaining a balance between restaurants and hotels as the main players in the local HORECA sector. Therefore, the optimum target would entail at least 10 restaurants and 10 hotels.

Q6: Section 2 asks for food-delivery collaborations, retail partnerships, POS promotions, alliances, etc., while the scored technical proposal focuses mainly on HORECA, PR/influencers and importer/distributor engagement. Should every activity listed in Section 2.2–2.13 actually be executed within the USD 30k, or can bidders propose the most strategically relevant mix?

A6: Based on Section 2.14, Yes, absolutely. The tender states clearly that bids failing to include "all the activities / tasks requested in the briefing will be automatically excluded". However, it is important to bear in mind that the present tender bid would cover up to 3 years. Therefore, the bidder is invited to contemplate a multiannual approach to the activity starting from a pure B2B approach (first year) up to a mixed B2B/B2C approach in the following years (should the promotional plan continue). The concept would be a promotional plan evolving in line with the local end customer's awareness of Spanish poultry offer available in Singapore.

Q7: Is media buying, influencer fees, social boosting and SEM spend expected to be included within the USD 30k, and is there any minimum expected media investment?

A7: Based on: Sections 4.1 and 8.4, Yes, all campaign costs must be included within the maximum USD 30,000 budget. There is no minimum media investment specified; bidders must propose their own detailed financial breakdown and strategic mix, which will be duly assessed.



Q8: Which “Poultry from Spain”, ICEX or AVIANZA social accounts/platforms already exist and should be used in Singapore? Are bidders expected to create new Singapore-specific accounts, or only create content for existing channels?

A8: Based on Section 2.10 the agency is required to generate reports, photos, and videos "so that they may be used in the social media accounts of ICEX and AVIANZA". The agency will use the following specified channels unless otherwise informed (during the campaign) and which currently are for ICEX: <https://www.foodswinesfromspain.com/>, Instagram (@spainfoodwine) and LinkedIn (Spain Business Singapore). For AVIANZA: Instagram (@avianza_org), LinkedIn: AVIANZA, X: avianza_org

Q9: Given that the brief specifically identifies halal certification as important in Singapore, are any of the Spanish products/producers currently MUIS-recognised/halal certified?

A9: Based on Section 1.3, the tender highlights Halal certification from MUIS as a "key requirement to reach a relevant part of the market". As per the Client's current knowledge, COREN exports without any halal certificate. However, the company has a 'Halal Quality Control certificate'. URGASA exports overseas with a Halal certificate from Instituto Halal. In order to further clarify, it would be important to consider that "key requirement" shouldn't be construed as "mandatory requirement".

Q10: Will ICEX/AVIANZA be able to provide a chef for the B2B training?

A10: Based on: Section 7.II.2.a, No, the agency is expected to propose and provide the chef. The evaluation criteria require the bidder's proposal to explicitly "name the establishments and chefs proposed and justify their relevance". In this matter the Client strongly suggests the bidders to liaise preferably with Spanish chefs from the [17 ICEX certified Restaurants from Spain in Singapore](#). However, pro-bono engagement from the chef cannot be guaranteed. Therefore, any cost or fee related to the engagement, if any, should be borne by the awarded agency.