



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission

Trade Promotion Section of the Italian Embassy

سفارت ایتالیا - بخش توسعه بازرگانی

SUBJECT: NOTICE OF TENDER FOR THE PR, MEDIA & PROMOTIONAL MATERIAL SERVICES, IN FAVOR OF THE ITALIAN TRADE AGENCY- TEHRAN OFFICE

Art.1) DESCRIPTION OF THE CONTRACTING ENTITY

The Italian Trade Agency-Trade Promotion Section of the Italian Embassy in Tehran, (hereinafter referred to as “**ITA**”) is the governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

Art.2) DESCRIPTION OF THE SUBJECT OF THE NOTICE

ITA is launching a tender for acquiring PR and Media services by a company (hereinafter referred to as “**Supplier**”) based in Iran. The purpose of this notice is to encourage the participation of the highest number of potentially interested companies in order to receive the highest number of offers.

ITA reserves the right not to proceed with the services allocation that is the subject of this notice if the offers received are not considered appropriate.

Art.3) DESCRIPTION OF THE SERVICES REQUESTED

The services covered by the contract for three events (November 14th, 16th, 18th) in occasion of the Week of the Italian Cuisine in the World from November 13th to November 19th, 2023, consist of:

PR services

- Sensibilizing the traditional and social media to attend our three events.

Media services

- 1 newspaper feature article on Etemad newspaper and 1 on Shargh newspaper to cover our three events.
- News coverage on divers social medias for our three events.

Note: the Supplier has to specify the name of the social medias.

Technical services

- 1 cameraman with 1 camera for recording the whole three events.
- 1 technician to manage microphones, sound system, LED screen operations for two events.

- 1 mixer system with the possibility to switch from different sources of video, audio and images (switch from different cameras and microphones, different videos on flash memory or hard disc and play music) for two events.
- 1 photographer for two events.
- 3 headset microphone for one event.
- 2 wireless microphone for one event.

Promotional material services

- Design and printing 200 copies of color leaflets (40cm*21cm). Please quote different amounts (200, 500 e 1000 copies).
- Design and printing 8 color roll ups (80cm*200cm) with or without stands.
- Design, printing and preparing 200 cotton tote bag.

Please note that the graphic elements will be provided by ITA Tehran office.

- Note 1: The Supplier should provide the promotional materials to no.17, Nelson Mandela Blvd., Unit 15, 7th floor, Navak Bldg., 1518643111, Tehran, Iran, within 7 calendar days from the signing day of the contract.
- Note 2: Should the need for more services arise during the period of validity of the contract, not exceeding one-fifth of the total amount of the contract, the Supplier will supply these extra services at the same conditions indicated in the contract.

Art.4) SUPPLIER SELECTION PROCEDURE

The contract will be stipulated by direct negotiations. For the evaluation of the offers regarding this notice, ITA will proceed with using the most appropriate offer criteria.

The evaluation criteria will be:

1. cost of services;
2. compliance with the payment conditions;
3. compliance with the delivery conditions.

Art.5) ESTIMATED BUDGET FOR THE SERVICE

The maximum expenditure ceiling that can be incurred by ITA for the contract is 2,150,000,000 IRR (two billion one hundred fifty million Rials), including delivery costs, VAT and any other applied taxes, duties, etc.

Art.6) PERIOD OF VALIDITY OF THE CONTRACT

From the signing date of the contract to the total complying of the obligations. At the expiration date, its effects will cease automatically, without any notification between the parties, without tacit renewal.

The calendar that shall be used for this notice of tender is the Gregorian one.

Art.7) CONDITIONS REQUIRED FOR THE PRESENTATION OF AN OFFER

Suppliers interested in submitting an offer have to undertake the following items:

- the cost of services has to be indicated in Rial;
- email the offer to ITA (teheran@ice.it);
- communication in English is mandatory;
- respond to requests from ITA as quickly as possible, taking into account the nature of each request and the time required to respond;
- respect the agreed delivery time;
- the offer must contain the price of the services indicated in Art.3;
- utilize for the execution of the services competent and capable staff, in terms of the technical and professional aspects and with at least three years of experience.
- the Supplier employees have to be covered by liability insurance;

Please note that before signing the contract the selected Supplier has to email to ITA (teheran@ice.it) the required documents requested in ["https://www.ice.it/en/sites/default/files/inline-files/ita-tehran-suppliers-list-regulation_2.pdf"](https://www.ice.it/en/sites/default/files/inline-files/ita-tehran-suppliers-list-regulation_2.pdf).

Art.8) PAYMENTS

In consideration of the services provided by the Supplier, ITA will pay the agreed compensation, upon presentation of a regular invoice as follows:

- payments for services provided will be made on presentation of the related invoice indicating the contract number and the CIG (the Client identification code of the contract) - sent to: ITA - Italian Trade Agency – Trade Promotion Section of the Italian Embassy in Tehran, 17 Nelson Mandela Blvd, Unit 15, 7th floor, Navak Bldg, 1518643111, Tehran, Iran;
- the invoice should be in Rial;
- ITA will make the payment within 10 working days after receiving the invoice and verifying the regular performance of the services indicated in Art. 3.

Art.9) PENALTIES

1. Any delay of the Supplier on executing the agreed tasks (except for force majeure intended as events beyond the control of the Supplier) will result in a fine of 0.5/1000 of the net amount of the contract for each day of delay.
2. Should the Supplier not comply in carrying out the tasks within the terms and conditions of the contract, ITA will notify the non-fulfilment in writing, providing, if possible, the indications aimed at making the contract compliant with the non-fulfilled dispositions, and allowing the Supplier to submit any potential documentation supporting their position. Failing to submit adequate explanations, the Supplier is required to follow the indications given by ITA and, if not executed within the indicated terms, a penalty will be applied as point 1.

3. The request or the payment of the penalty doesn't exonerate in any case the Supplier from the obligation to fulfil the tasks agreed by the contract.
4. Should the amount of penalties determined by this article reach 10% of the net value of the contract, or in any other case where any Supplier's non-fulfilment should arise during execution which causes a significant damage to ITA, ITA can rescind the contract due to severe non-fulfilment from the Supplier. In this case, ITA may claim compensation for the suffered damage. The Supplier will compensate ITA for all the higher expenses sustained by ITA in order to appoint a third party to complete the task.
5. In the case of a subsequent verification of the actual possession of the self-declared/certified requirements by the Supplier, if these are found to be inadequate, ITA will proceed with the termination of the contract. In this case, in addition to termination, ITA will provide the payment of the agreed fee exclusively for the part of the service already performed and within the limits of the utility received with the application of a penalty of no less than 10% of the contract value.

Art.10) EXCLUSION CONDITIONS

Suppliers which find themselves in the following conditions cannot express their interest: Conviction with final sentence due to the provisions contained in the Iranian and Italian legislations for one of the following causes:

1. participation in a criminal organization
2. corruption
3. fraud
4. money laundering and criminal activity
5. minor child labor and other forms of human trafficking
6. if the operator has not complied with the obligations relating to the payment of taxes or social security contributions and if this has been established by a decision of judiciary or the government having final and binding effect on the basis of the Iranian and Italian legislations.

Art.11) TERMS AND CONDITIONS FOR PRESENTATION OF OFFERS

This communication is published on the website of this Office <https://www.ice.it/en/markets/iran/work-us> for 6 calendar days after the publication date.

The offers must reach ITA by email teheran@ice.it by November 4th, 2023 also enclosing:

- a document indicating the legal representative of the company allowed to sign the contract;
- a copy of a national identification card of the signatory of the offer;
- a company profile.

Offers are not accepted if they:

- are conditioned;

- are not clearly accepting the required conditions, which create misunderstandings about ITA's desire to fully respect all the above-mentioned conditions;
- do not contain the necessary information required in this notice;
- increasing price offers or multiple offers.

Each Supplier must participate by submitting only one offer.

Art.12) ITA CODE OF DISCIPLINE AND CONDUCT

In the individual contracts to be concluded and in the contract procedure, the contractual parties involved, namely ITA and the Supplier, are required to act in accordance with the code of discipline and conduct of the Agency. Code of Discipline and Conduct for ITA provides that both employees of ITA and its contractual partners must comply with the following principles of: accuracy, loyalty, impartiality, sincerity, as well as respect for the principles, integrity, correctness, honesty, proportionality, objectivity, transparency, fairness, common sense. In addition, making and acceptance of donations, gifts and other benefits are prohibited. In particular, contractual partners who maintain commercial relations with ITA should not make cash donations, gifts and other benefits to employees of ITA. At the same time, ITA employee is strictly prohibited from accepting such and other donations. In the event of a breach of these obligations, ITA is entitled to terminate automatically the contract and to impose the related disciplinary measures against its affected employees. The code of discipline and conduct is available on the following link:

https://ww2.gazzettaamministrativa.it/opencms/export/sites/default/gazzetta_amministrativa/amministrazione_trasparente/agenzie_enti_stato/agenzia_ICE/010_dis_gen/020_att_gen/2014/Documenti_1389874530679/1689329645623_code_of_conduct_2023.pdf

Art.13) CONFIDENTIALITY OF OBLIGATIONS

The Supplier with which the contract will be concluded is required to keep the data and information in its possession confidential and not to disclose and use in any way for purposes other than those necessary for the execution of the contract. In particular, it should be noted that all confidentiality of obligations will be respected even in the event of the breach of the existing relationship with ITA. The Supplier is responsible for exact compliance with the aforementioned confidentiality obligations on the part of its employees and consultants. In the event of non-compliance with confidentiality obligations, ITA has the right to automatically terminate the contract, it is understood that the contracting party will be required to pay compensation for any damage that may occur to ITA.

Art.14) PROCESSING OF PERSONAL DATA

The data collected will be processed, in accordance with decree D. Lgs. June 30 2003, n. 196, and of the European Regulation n. 679/2016, exclusively within the procedure referred to this request for quotation.

It should be noted that this request for quotation has to be exclusively understood as an invitation to submit an offer under the procedure in question and therefore, does not entail any obligation by ITA towards the participant companies' interests and no offer may under any circumstances give rise to



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any rights or preferential titles for the purposes of supplying the mentioned services to ITA.

Art. 15) ITA PRIVACY POLICY

The Supplier can acknowledge the information on processing of personal data according to Regulation (EU) 2016/679 ("RGPD") on the Client's website <https://www.ice.it/en/privacy>.

Art.16) RESPONSIBLE OF THE PROCEDURE

The sole person in charge of the procedure is Mr. Giancarlo Albano, Director of ITA Tehran. The contact details of the office are as follows:

ITA - Italian Trade Agency- Trade Promotion Section of the Italian Embassy, 17 Nelson Mandela Blvd., Unit 15, 7th floor, Navak Bldg, 1518643111, Tehran, IRAN
Tel: 00982188889828. Any possible requests for clarifications and information must be sent to the email address teheran@ice.it.

For any question please contact Ms. Neda Rahimi, Tel: 00982188889828.

Giancarlo Albano

Director

Italian Trade Agency- Trade Promotion Section of the Italian Embassy
Tehran Office