



*Consolato Generale d'Italia
Shanghai*

**MARKET SURVEY OF COMPANIES, CONTRACTORS AND VENDORS
CALL FOR EXPRESSION OF INTEREST AND REQUEST OF INFORMATION
PERTAINING THE STIPULATION OF A CONTRACT OF PROVISION
OF SERVICES RELATED TO THE ORGANIZATION OF EVENTS
UNDER THE PLAN FOR THE INTERNATIONAL ENHANCEMENT
OF THE IMAGE OF ITALY**

The Consulate General of Italy in Shanghai intends to conduct a market survey in order to create, in accordance with the principles of transparency, non-discrimination, equal treatment, proportionality, a list of potential Companies to be subsequently invited to the negotiated procedure in accordance with art. 36, clause 2 let. b, D.Lgs. 50/2016 and subsequent modifications, for the entrustment of the above said services.

The present survey has the only purpose to enhance the participation and consultation of different economic operators, through the receipt of formal expression of interest of those economic operators to be invited to submit an offer.

The present notice is not a call for proposals, as its only purpose is to conduct a market survey, therefore it doesn't bind the Consulate General which is entitled to suspend the present procedure at any time and to start a new and different procedure.

1. TYPE OF BUSINESS

The object of the present notice is the organization of n. 3 events in the most important cities of Eastern China, first of all Shanghai, and of the concurrent advertising campaign, under the Plan for the International Enhancement of the Image of Italy (Piano per la Valorizzazione dell'Immagine dell'Italia nel Mondo).

2. DESCRIPTION OF THE REQUIRED SERVICES

The services required consist of the planning and realization of n. 3 events whose main purpose is the promotion of Italy as tourist destination and country internationally renowned for its lifestyle, under the Plan for the International Enhancement of the Image of Italy (Piano per la Valorizzazione dell'Immagine dell'Italia nel Mondo).



The events will consist of a competition between Chinese bloggers, Key Opinion Leaders (KOL) and influencers, with a specific focus on the online communication. The participant which will generate the highest rate of contacts on the social media channels and will most successfully attract the attention of the media on the Italian tourist destinations, will be declared winner and awarded with the prize consisting of a trip to Italy.

The initiative must be anticipated and supported during its whole execution by an advertising campaign which ensures the media coverage in the relative geographical area, on all the most relevant local promotional channels.

The offers must include a presentation of the Company and a detailed description of the execution of the events, with attached a detailed budget of the planned activities.

3. CONTRACT DURATION

Start: September 2018

End: November 2018

4. EVALUATION AND SELECTION CRITERIA FOR ENTRUSTING THE BID

After the inclusion of the companies in the list, the Consulate will call for proposals concerning stipulation of the above said service of organization of events as described under par. 1 and 2 of the present notice. The proposals will be evaluated according to the criterion of the most economically advantageous tender (art. 95, clause 2 D.Lgs. 50/2016), scoring a maximum of 100 points, distributed as follows:

- max 75 points for the technical assessment, according to the following criteria:

Technical Assessment 75 points	
Presentation and detailed description of the main topics and of the implementation of the events	Max 25 points
Detailed description of the production and logistics of the events, including the cost of manpower	Max 20 points
Detailed description of the modalities of media coverage of the events	Max 15 points
Attention to detail and coherence of the attached budget to the submitted proposal	Max 15 points

- max 25 points for the economic evaluation, whereas the proposal with the lowest overall cost will be awarded the maximum score, and the other proposals will be evaluated proportionally, comparing them to the best offer, according to the following criteria:

Economic Assessment 25 points	
Project cost	Max 25 points

In accordance with art. 97 D.Lgs. 50/2016, if tenders with costs abnormally lower than the value of the bid are submitted, the Consulate General reserves its right to ask for clarifications from the bidder and, in case the provided clarifications are not satisfactory according to what stated at art. 97 clause 5 D. Lgs 50/2016, to reject the tender, immediately notifying the bidder.

5. VALUE OF THE BID

The maximum value of the bid is RMB 800.000,00.

6. BONDS AND LIMITATIONS

In compliance with the relevant regulations stated at art. 103 of D.Lgs. 50/2016, the awarded Contractor will be required to submit a performance bond according to the modalities described under art. 93 clauses 2 and 3 of the above said D.Lgs. 50/2016 as applicable in RPC, meaning by bank guarantee or bank check, equivalent to 10% of the total value of the present contract.

The subcontract is admissible within 30% of the whole value of the contract, according to art. 105, clause 2 D.Lgs. 50/2016. The subsequent proposal will have to specify the services or parts of services that are intended to be subcontracted. The Bidder will also carry the burden of verifying and certifying the lack of exclusion criteria listed under art. 80 D. Lgs. 50/2016 for the subcontractor, otherwise the proposal will be considered as invalid and excluded.

After the entrustment of the contract, the Contractor must deposit the documents pertaining the subcontract at the offices of the Consulate General of Italy at least twenty days before the date of actual commencement of the execution of the activities. The documents deposited must include also the declaration by the subcontractor stating the lack of exclusion criteria listed under above said art. 80 D. Lgs. 50/2016.

7. REQUIREMENTS FOR SUBMISSION

All calls for interest submitted by companies operating in the sector of promotion and organization of events will be considered as admissible if fulfilling the following basic requirements:

- a) they are not in any of the conditions of exclusion listed under art. 80 del D. Lgs. 50/2016 (see annex 1);
- b) during the three years preceding the date of publication of the present notice, they have carried out similar services, whereas the budget of at least 30% of the events organized during above said timeframe was at least RMB 150.000,00 each.



The selection of the Companies to be included in the list will be conducted according to the following criteria:

- a) if the Companies whose expressions of interests have been deemed admissible are eight (8) or less, all the above said Companies will be included in the list and later invited to submit a call for proposal.
- b) if the Companies whose expressions of interests have been deemed admissible are more than eight (8), the first eight (8) Companies who have submitted their call for interests in chronological order (in this case, the register number applied by the Consulate at the reception will be proof of evidence), will be included in the list and later invited to submit a call for proposal.
- c) if the Companies whose expressions of interests have been deemed admissible are less than five (5), all the above said Companies and other Companies will be included in the list in order to reach the minimum number of five Companies per list. To this end, the Consulate will autonomously contact Companies from the sector in question and include them in the list once, having assessed the requested documentation, the fulfillment of all the above requirements has been verified.

The Companies who fulfill the above said requirements can submit their expressions of interest to be invited to the subsequent negotiated procedure, submitting their applications with the following modalities:

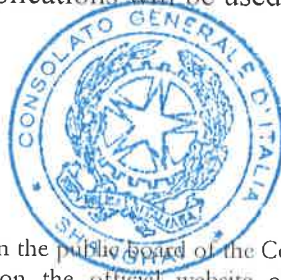
- Hand delivery of the documents containing the expression of interest to the office of the Consulate General of Italy in Shanghai, at “The Center”, Changle Road 989, 19th Floor, in sealed envelope with written indication on the exterior: “Manifestazione di interesse –Piano Valorizzazione dell’Immagine dell’Italia nel Mondo” or in English “Expression of Interest – plan for the international enhancement of the image of Italy”.
- Delivery by registered mail of the documents containing the expression of interest with written indication on the exterior of the containing envelope: “Manifestazione di interesse –Piano Valorizzazione dell’Immagine dell’Italia nel Mondo” or in English “Expression of Interest – plan for the international enhancement of the image of Italy”, to the following address: at “The Center”, Changle Road 989, 19th Floor, Shanghai 200031, China.

The expression of interest must be redacted according to the format attached to the present notice (Annex 2) available on the website of the Consulate General of Italy in Shanghai, under “Amministrazione Trasparente”, in section: “bandi di concorso”, signed by the owner or by the legal representative of the proponent Company according to D.P.R. 28.12.2000 n. 445, artt. 46 and 47, along with a copy of valid Identification Document of the signer, by which the Company certifies the possession of the general requirements, as well as specifying the address for receiving the letter of invitation to the subsequent negotiated procedure.

The deadline for the submission of the expressions of interest is July 6th, 2018.

The info included in the submitted applications will be used exclusively in the context of the scopes of the present call for interest.

Shanghai, **12 JUN 2018**



A handwritten signature in blue ink, appearing to be "Antonio Zema".

The present Call for Interest has been posted on the public board of the Consulate General of Italy on the **12 JUN 2018** and on the same day has been published on the official website of the Consulate General of Italy in Shanghai (www.consshanghai.esteri.it)