



*Consolato Generale d'Italia
Shanghai*

CALL FOR EXPRESSION OF INTEREST FOR SPONSORSHIPS

Management of the official Wechat and Weibo profiles of the
Consulate General of Italy in Shanghai

The Consulate General of Italy in Shanghai,

- Given the establishment of a Special Fund for Donations and Sponsorships, pursuant to the regulations of art. 43, Law 449/1997, 1, subsection 1318 et seq., to the Law n. 296/2006 and of the inter-ministerial decree MAE-MEF n. 642/164 of May 10th, 2007.
- Given the relevant regulations of D.Lgs. 50/2016 (specifically art. 19 and 80) as well as art. 6 of the Decree of the Minister of Foreign Affairs and international Cooperation n. 192/2017;
- Having considered that this Consulate General in 2014 opened its own official profiles on the most popular multimedia platforms in China: Wechat and Weibo;
- Having considered the interest expressed by numerous Italian and foreign companies to organize promotional events in cooperation with this Consulate General, with the possibility to promote their image, trademark, or other attributes;
- Having regarded that said interest from private entities can effectively go along with the public interest in amplifying the promotional effect of the events organized directly or with the support of the Consulate General of Italy, in presenting a cohesive image of the "Sistema Italia" and in reaching as many as possible Chinese users;
- Having considered, therefore, the opportunity to entrust the service of management of the official Wechat and Weibo profiles of the Consulate General to a company specialized in multimedia communication.

Hereby makes known

That intends to offer to the interested parties the possibility to sponsor the service of management of the official Wechat and Weibo profiles of the Consulate General, starting from November 2018, for the duration of one (1) year.

1. Requirements for submission

All economic operators specialized in multimedia communication interested in promoting their own brand on the periodic communications (from now on: "posts") published by the Consulate General of Italy in Shanghai on the above said multimedia platforms are admissible to submit their sponsorship proposal, under the condition that they certify that they are not in any of the conditions of exclusion listed under art. 80 del D. Lgs. 50/2016 (see annex 1);

2. Type of business

The object of the present notice is the service of management of the official Wechat and Weibo profiles, which this Consulate General intends to entrust to an economic operator specialized in the sector of multimedia communication.

Said service will be provided by the selected operator free of charge, in exchange of the possibility for the operator to display its brand on every post of the Consulate General of Italy in Shanghai on Wechat and Weibo multimedia platforms, as well as the possibility to include in the mentioned posts the caption: “powered by *(name of the sponsor)*”, for the whole duration of the sponsorship (it is anyway prohibited to use the logo of the Consulate General of Italy outside of official occasions and in any case unless expressly authorized).

The proposals of sponsorship must include the following minimum requirements regarding to services offered, in order to be considered eligible for the selection:

Wechat and Weibo quarter Reports	Four quarter reports inclusive of competitor analyses, promotion and campaigns analysis, best practices and proposal for improvements in the management of the profiles.
Creative content Wechat and Weibo	Assistance in elaborating text and graphic content provided by the Consulate General.
Community management: assistance in monitoring questions/complaints	Reply within 24-48 hours for general questions (weekends excluded), revert to Consulate General of Italy weekly for technical issues or client assistance

Additional innovative ideas to improve the promotional impact of the service will be regarded as an asset in assessing the proposal.

The submitted proposals must indicate the commercial value of the sponsorship, on pain of exclusion.

Finally, the proposal must also contain a general presentation of the company.

3. Submission of the sponsorship proposals

The Companies who fulfill the above said requirements can submit their sponsorship proposal with the following modalities:

- Hand delivery of the documents containing the offer 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: “Consolato Generale d’Italia a Shanghai – Offerta di Sponsorizzazione - profili istituzionali Wechat e Weibo”, or in English “Consulate General of Italy in Shanghai – sponsorship offer – official profile Wechat and Weibo”.
- Delivery by registered mail of the documents containing the expression of interest with written indication on the exterior of the containing envelope: “Consolato Generale d’Italia a Shanghai – Offerta di Sponsorizzazione - profili istituzionali Wechat e Weibo”, or in English “Consulate General of Italy in Shanghai – sponsorship

offer – official profile Wechat and Weibo”, to the following address: at “The Center”, Changle Road 989, 19th Floor, Shanghai 200031, China.

- Electronic delivery by certified email (with attachments not exceeding 2,5 Mb) to the certified email address of the Consulate General: **con.shanghai@cert.esteri.it** (specifying in the email object: Consolato Generale d’Italia a Shanghai – Offerta di Sponsorizzazione - profili istituzionali Wechat e Weibo”, or in English “Consulate General of Italy in Shanghai – sponsorship offer – official profile Wechat and Weibo”), attaching scanned copy of the required documentation in PDF format (Adobe Acrobat), by the same deadline indicated below.

The sponsorship proposal must be accompanied by a declaration 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 following communications pertaining the present Call for Interests.

The participants, in submitting their proposal, agree on the management of their data, also personal, according to D.Lgs 196/2003.

Proposals expressed in an indeterminate way, that put a condition for the submission of the offer itself, not undersigned by the Legal Representative, or submitted over the deadline indicated here below, will be excluded.

The deadline for the submission of the sponsorship offer is October 31st , 2018, 12pm.

4. Evaluation of the proposals

The sponsorships proposals, submitted to the Consulate General of Italy within the deadline indicated in above p. 3, will be evaluated by the Consulate General according to the criteria expressed in the present Call, and according to the principles of economy, efficiency, impartiality, equal treatment, transparency and proportionality.

5. Right of reject of the proposals

The Consulate General of Italy in Shanghai reserves itself the exclusive and unappealable right to reject any sponsorship proposal in case:

- a) considers accepting the proposal could generate a conflict of interest;
- b) recognises in the promotional material of the sponsor a potential prejudice or damage to the Consulate’s image or activities;
- c) considers the proposal unacceptable for general reasons of inconvenience;

2) In any case, the following sponsorship proposals will be rejected:

- a) including propaganda of political, philosophical, religious or related to trade union’s nature;
- b) promotional content related or connected to the production or distribution of tobacco, alcoholic products, pornographic material or with sexual undertones;

c) offensive messages, including expressions of fanaticism, racism, hate or threat, or, more in general, or messages against laws and principles of the Italian juridical system;

6. Stipulation of the contract of sponsorship

The contract of sponsorship is undersigned by the selected Sponsor and by the Consulate General. In no case the original Sponsor can be replaced by another entity as party in the contract of sponsorship.

If subsequent checks should verify the non-truthfulness of the content of the proposal, and/or of the related self-certifications, the interested party will incur in the consequent penal sanctions immediately losing any benefit gained in consequence of the untrue declarations.

Shanghai, il

F.to Il Console Generale
Michele Cecchi

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

ANNEX 1

The present Call for Interests is addressed to any Company regardless of their nationality. Therefore the exclusion criteria listed under art. 80 D. Lgs. 50/2016 are summarized here below:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal or terrorist organization, human trafficking or any other illegal activity detrimental to the European Communities' financial interests;
- f) following another procurement procedure or grant award procedure financed by another EU Member's budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

Applicants can submit their queries/questions pertaining the participation to the present Call for Interests to the following e-mail address: contabilita.shanghai@esteri.it

ANNEX 2

To The Consulate general of Italy in Shanghai
The Center, Changle Rd. 989, 19th Floor,
Shanghai 200031, PRC

The undersigned _____, as Legal Representative of _____, hereby declares:

in response to the Call for expressions of interest for sponsorships published on the official website of the Consulate General of Italy in Shanghai on, kindly receive our sponsorship offer for the entrusting of the service of the management of the official Wechat and Weibo profiles of the Consulate General of Italy in Shanghai.

To this end, we declare as follows:

- Registered name of the Company: _____
- Registered Head Office (*with address*): _____
- Contacts (*phone, fax, e-mail address, office address*): _____
- I hereby declare that our company fulfills the requirements listed at par. 1 of the above said call for expressions of interest.

I certify that there are no prejudicial or restrictive conditions to the contractual capacity for sponsorship according to the article 80 D.L.vo 50/2016.

The company _____ agrees to assume all the responsibilities, obligations related and consequent exposure of the brand.

We hereby commit ours

Date

Signature (and/or chop)