

OPEN CALL FOR TENDER

Tender for the selection of a promotion agency for the development of a multi European Programme Chafea in accordance with Regulation (EU) [N°1144/2014](#) for the promotion of products of the Food & Drink industry

PROMOTION PROGRAMME IN JAPAN, CHINA AND HONG KONG

CONTRACTING ENTITIES

FIAB- Spanish Food & Drink Industry Federation- C / Velázquez nº 64, 3ª Planta, 28001 Madrid, Spain.

AGRONUTRITIONAL COOPERATION OF THE REGION CENTRAL MACEDONIA/ACRCM

PKS - PKS- Slovak Food Chamber

OBJECTIVE AND BUDGET

Selection of an implementing body for the development of a multi programme for the promotion of products of the Food and Drink industry in third countries, which will be carried out with European partners, being FIAB the coordinator of the Project.

The budget is 2.7 million euro.

DESCRIPTION OF SERVICES

Design of a strategic plan for the development of a multi promotion CHAFEA programme in the above-mentioned markets with the objective of improving the image of the Food and Drink products and of boosting their consumption, according to the objectives established by the contracting entities.

SELECTION PROCESS

The presentation of offers will be as follows:

-Phase 1 Pre-selection: Submission of a letter of intent to bid and documentation to support the financial and technical capacity and credentials via email by the agencies interested in participating in the tender.

The deadline for the submission of credentials is April 30th at 13.00H PM CET. The EOI shall be entirely written in English.

The contracting entities will revise every proposal and ask the 3 top ranked finalists per category (WP) under the abovementioned criteria for the documentation described in Phase 2.

-Phase 2 Selection/Awarding: The agencies that are shortlisted will be requested to submit a detailed action plan proposal with an economical offer, description of activities and methodology to implement the actions. The deadline for this second phase is May 18th 2020 at 13.00H PM CET.

CALENDAR

The programme is to be implemented over 3 years: from 2021 to 2023.

The interested agencies are requested to send their credentials by e-mail to: i.martin@fiab.es

- The e-mail subject must include this reference: *Agency Application FIAB Chafea Programme FIAB/Agromacedonia/PKS 2021-2023*
- The agency is responsible for ensuring that its application has been successfully delivered before the deadline.
- Any application received after this date will not be considered in the tender.

OPEN TENDER CONDITIONS

1. The objective of this tender is the application for a promotion programme co-financed by the EU. The deadline established by the European call means that it will not be possible to provide a definitive response before the Commission communicates the selected programmes. The selected agency commits to keep the validity of its offer until that moment and it will not be possible to sign a contract before that. If the European funds are not guaranteed, the tender will be considered void.
2. This tender is not remunerated. Unsuccessful Applicants will not receive any economic compensation.
3. All the information sent to the selected applicants shall be treated as strictly confidential, and due to the institutional character of the data, it cannot be used for other clients.
4. The applicants' proposals should include the following aspects:
 - Market and strategic analysis
 - Creative proposal to achieve the programme objectives
 - Action plan, detailed by country and year
 - Calendar for the implementation of the campaign by country and year
 - Estimated budget by country and year with a limit of 1,2 million euro.
 - Quantifiable KPIs for every element in the programme.
5. FIAB will send applicants a briefing including technical information related to the selection of the target markets and the programme's objectives for the preparation of their proposals.
6. The award will be notified to participants by email within a maximum period of seven (7) days from the deadline of submission.
7. The selection will be made according to the criteria stated below.
8. If the applicant is already managing a campaign for a different institution in the same sector or for an institution which may lead to a conflict of interest, this institution must sign a sworn declaration stating that there is not a conflict of interest. If this applicant is selected, a previous agreement is also necessary before accepting any future campaign with an institution in the same sector or an institution which may lead to a conflict of interest.
9. Once the creative work by the applicant has been agreed, it becomes property of the contracting entities without limitations of time and space, and this includes its use for all communication methods and media.
10. The contracting entities reserve the right to use creative concepts (images, logos, slogans and domain names) within the context of other campaigns of its own and without limitation of time.
11. The selected agency shall sign a contract with the contracting entities .

PHASE 1. PRE-SELECTION

MANDATORY DOCUMENTS TO BE SUBMITTED BY THE APPLICANTS

- Application letter dated and signed accepting the above tender conditions.
- Sworn declaration duly dated and signed by the applicant which declares any possible conflict of interest derived from the works done by an institution in the Food and Drink industry in any of the market covered by the campaign
- Sworn declaration duly dated and signed by the applicant stating it does not meet any of exclusion criteria included in the Public Sector Contract Law 9/2017 (Art. 71)
- Proof of being up to date with tax payment.

SELECTION CRITERIA (50 POINTS)

- Experience in European promotion programs – 10 points
- Experience in the Food and Drink industry– 10 points
- Experience in projects in target markets – 10 points
- Material and Human Resources– 10 points
- Example of projects carried out with agents of interest (Press, Distribution, Importers, HORECA Channel, Consumers, others) – 10 points

PHASE 2. SELECTION

AWARDING CRITERIA (100 POINTS)

- European dimension: impact of the Program at the Union level -20 points
- Technical quality of the proposal: adequacy to the strategies, objectives, activities, communication tools, creativity, key messages, and quality of methods and evaluation indicators- 20 points
- Knowledge about the target markets – 20 points

- Level of experience of the team assigned to the project and presentation in two languages: Spanish and English -20 points
- Adequate allocation of the budget regarding the objectives established by the contracting entities; adequate allocation of the budget regarding the activities proposed; balance between the quality of the proposal and the total budget -20 points

This material must be submitted in an adequate digital format.

CALENDAR FOR THE PRESELECTION PROCESS AND SELECTION/AWARDING PROCESS

PRESELECTION PHASE	
Publication of call for tender	1 st April
Deadline for sending credentials	30 th April
Communication of pre-selected agencies	30 th April
SELECTION/AWARDING PHASE	
Deadline for sending proposals	18 th May
Communication of awarding agency	25 th May

For technical or administrative queries, please contact:

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