



Offer request for Partner Search services and the creation of Business Units for Italian companies in the US, as well as the Buyer Search and Invitation service for events held on the Italian territory.

Foreword

Promos Italia Scrl - Italian Agency for Internationalisation - is the new structure of the Italian Chamber of Commerce system (set up in February 2019), with shares held by Unioncamere, Chamber of Commerce of Milan Monza Brianza Lodi, Chamber of Commerce of Pordenone - Udine, Chamber of Commerce of Genoa, Chamber of Commerce of Modena, Chamber of Commerce of Ravenna and Unioncamere Lombardia. It supports the internationalisation process of small and medium Italian companies and promotes the success of Made in Italy worldwide.

Promos Italia intends providing structured support services for Italian companies in the US market, through Partner Research and Business Units for the companies involved, as well as the Buyer Search and Invitation service for events held on the Italian territory.

The Search Partner and Business Units intend promoting the commercial development of companies, encourage the acquisition of market shares, increase turnover and generate new business with the United States, an opportunity for companies selected by the Italian Agency for internationalisation - Promos Italia Scrl to verify, consolidate and/or arrange commercial collaborations through customised research of potential local partners (importers, distributors, wholesalers, end customers) and the realisation of the market business development.

The research and invitation service for international buyers aims at encouraging and allowing the creation of pre-organised bilateral meeting days, during which commercial meetings are organised between the buyers and the local entrepreneurs of reference.

Requested services

The offer is for a service that will be suitably described by the suppliers in their technical offer referred to below, for the development of ongoing Partner Search and Business Units for **3 or 6** months in the USA.

In particular the required activities are the following:

- 1. Brief pre-feasibility and call analysis with the Italian company** interested in the Partner Search or Business Units

2. Training activities to acquire skills and learn more on the market/product

Based on the information gathered, the company will be introduced to the person in charge of the commercial support that will operate on behalf and in the name of the company on the market. The company specificities are highlighted through opportunities for contact and for comparison and a specific intervention plan is studied and implemented based on them

3. Partner Searches with or without organising a business agenda

The scope of Partner Search is to identify counterparts interested in the products/services offered by the Italian company through the following phases:

- Identification and selection of references inside the target market (local partners/counterparts: b2b end customers, importers, distributors, suppliers and/or strategic partners)
- Presentation material submission
- Re-call and telephone interview to collect the level of interest
- Presentation of the collected feedback to the company
- Organisation of a possible agenda of business meetings in the country in favour of the Italian company (in the case of an interest of the counterparts)

4. Ongoing Business Units for follow-ups and commercial representation

After the initial research phases and possible visits to potential customers, who have given useful information on the market's interest towards the Italian company's products and services, the on-site structure carries out a timely commercial action through the appointed figure consisting in:

- commercial follow-up
- carrying out visits to the companies encountered pertaining to the commercial mission (if necessary)
- ongoing promotion and a direct relationship with local companies
- arrangement of dedicated offers in agreement with the Italian company
- support for the negotiation and organisation of all orders
- short monthly report on the progress of the activities and their results

The activities that may be carried out by the Principal as part of the Partner Search and Marketing Activities in the country are:

- ✓ Identification of the product / application manager in the company of potential interest
- ✓ Company introduction (first call and/or first presentation email)
- ✓ Telephone follow-up
- ✓ Follow up via email
- ✓ Construction of the new relationship or use of an existing relationship with a potential customer
- ✓ Meeting organisations (in case of an interest by the contacted counterparts)
- ✓ Customer visits



- ✓ Accompaniment during the Italian entrepreneur's business trip
- ✓ Generating offer requests
- ✓ Support to the bid management
- ✓ Offers follow-up
- ✓ Support for the commercial negotiation
- ✓ Commercial follow-up upon order delivery
- ✓ Customer care
- ✓ Preparation of reports shared with the Italian company

It is also required to quote a service that will be suitably described by the suppliers in their technical offer referred to below, for the activity of **research of US buyer companies to invite in the context of incoming projects / events in Lombardy and in Italy** during which bilateral meetings with Italian companies will be organised.

In particular, the requested activity is as follows:

1. Buyer search

The activity must include the research, selection and invitation of local companies interested in participating in incoming events as possible buyers of Italian production.

2. Support

The service must include, where necessary, the management on behalf of the Italian Agency for Internationalisation - Promos Italia S.c.r.l. of the visa request for local operators, interfacing with the interlocutors at issue (embassy, ministries, entrepreneurs, buyers etc.) until the departure for Italy.

The main sectors of reference for the incoming events are:

- Food and wine
- Fashion and consumer goods
- Cosmetics
- Construction and buildings
- Mechanics
- Tourism
- Furniture
- Other

Budget

The total estimated maximum cost for market development services, partner search, ongoing marketing activities and Buyer search and invitation is **€ 39.800,00 + VAT if due**.

The cost offered by the suppliers is understood as including all the expenses foreseen for the performance of the activities described above and detailed in the submitted estimate.



The services are implemented through a single order and the actual total price for the service depends on the number of companies assisted, on the type of services and on the duration of the supervision.

For a better presentation of the quote, use the attached table A.

Duration

The contract has a duration of **24 months** from the date of undersigning. The expiry of the contract may be extended or anticipated until the maximum estimated value of the contract is reached

General requirements requested to the chosen supplier

The selected supplier will be required to self-certify the possession of the general requirements for the participation in the procedure, by filling in and signing a specific substitutive declaration.

Request for clarification, methods and deadline to send the offer

Any clarifications can be requested from the purchase office by e-mail at the address: ufficio.acquisti@promositalia.camcom.it.

The offer must be sent to the address indicated above within **27 November 2019**, indicating the following: “*offer request for **Partner Search services and the creation of Business Units for Italian companies in the US, as well as the Buyer Search and Invitation service for events held on the Italian territory***”.

TABLE – ANNEX A

ACTIVITY	INDICATE THE COST FOR THE COMPANY FOR EACH ACTIVITY	NOTES
1. Brief pre-feasibility and call analysis with the Italian company interested in the Partner Search or Business Units	<i>Free</i>	Availability is required to make a free Skype-call to meet and learn more about the Italian company to present the Partner search or Business Units and clarify any doubts (max 1 hour)
2. Training activities to acquire skills and learn more on the market/product		Acquisition of elementary skills on the client's company's products / services, the type of target to find within the target market. 1-2 Skype calls are expected to be made during the first weeks of the service; if in Italy with local staff or on a half-day visit to the company
3.1 Identification and selection of potential partners: b2b end customers, importers, distributors, wholesalers, suppliers and/or strategic partners (possibility to quote differently for hypotheses related to the number of contacts and/or number and type of sectors) 3.2 Contact and submission of e-format presentation material 3.3 Re-call and telephone interview to gather the level of interest 3.4 Db in Excel to submit to the Italian company (Promos Italia Format) 3.5 Organisation of a business meeting agenda		Quote points 3.1 to 3.4 in a single entry and 3.5 in a separate entry. Let's assume an activity of an indicative total duration of 3 months.
4. Ongoing Business Units for follow-ups and commercial representation following the activity referred at point 3		Indicate the monthly, quarterly and half-yearly costs for each company (three different items) and any excluded or additional costs (e.g. costs at the bottom of the list for trips outside the operating city.... other) - indicate the number of dedicated monthly hours (minimum 12 hours).
5. Accompaniment service for the consultant at meetings		Half-day and full-day costs
6. Interpreting service		Rate the daily rate for 8 hours: - Italian/English
7. Car rental + driver		Indicate the <u>cost per day</u> and specify any features of the service (geographical length for the trips/ cities...)
8. Incoming Buyer		Indicate the <u>cost per buyer</u> (including any visa application costs)



It is specified that:

- the “notes” column of the following table shows the parameters based on which suppliers are required to indicate the cost offered;
- the requested quotations are a reference for the maximum costs the Client needs to have a reference parameter. In any case, for specific implementations the Client reserves the right to negotiate these economic conditions;
- the supplier that intends presenting the proposal only for some of the requested services can do so by indicating the unavailability to perform some services in a descriptive note;