

SUBJECT: *Expression of interest for the direct award of the service of scouting and selection of international Buyers for activities to be carried out online, in Italy or abroad, with potential Italian sellers for the TOURISM industry.*

Promos Italia Scrl, as part of the projects:

- InBuyer, dedicated to the promotion of Italian companies and the establishment of new business relations with foreign countries, and
- Milano Turismo, dedicated to supporting and relaunching the tourism industry through promotional activities for the destination, strengthening the brand awareness of the territory as a tourist destination at international level and aiming at the recovery of tourist flows

in order to promote the Italian territory, intends to organize sectorial meetings in the TOURISM industry between international buyers and potential Italian sellers and/or institutional counterparts. Meetings may be digital and/or face-to-face in Italy or abroad and will be dedicated from time to time to one or more sub-sectors of the tourism industry (leisure, luxury, MICE, etc).

In view to the current health situation and the worldwide emergency caused by the Covid-19 virus, it is believed that, unless the current restrictive regulations are lifted, the planned activities may take place both online and in person. For the digital component, Promos Italia has completed a business meetings platform that provides remote management of the matching and meeting phases between international buyers and Italian sellers. The counterparts will be able to verify their respective needs and meet online through a web conference tool.

As an indication, during 2022 the project foresees the need to involve, overall for all countries:

- for the area of Incoming buyers about 65 international operators, divided into small groups for the b2b activities. Normally the involvement of 1-6 operators per country will be required.
- for the area of promotion abroad (sales mission, networking events, etc.) about 45 international operators, divided into groups of 15-20 participants per activity.

It is intended to verify through Expression of Interest the availability for the award of the service in question to an economic operator, pursuant to art. 36, paragraph 2, letter b Legislative Decree April 18, 2016, n. 50.

1. Subject

The requested activity is divided into three different types of services, described below:

1 - In-person incoming service: the requested service consists in the research, selection and invitation of international buyers in the tourism industry, interested in proposing Italy as destination for their markets. The operators will participate both in Fam Trips in Italy and in any potential b2b matching and/or networking sessions with Italian sellers and/or institutional bodies, carried out in the territory.

This service therefore includes:

- research, selection and invitation of buyers on the basis of the target profiles defined by the Client on each occasion
- assistance to the buyer in the preparatory stages to the trip to Italy (e.g. sharing of information on the proposed itinerary and logistical solutions, how potential meetings will take place, etc...).

2 - Fully digital b2b service: the service requested consists of the search, selection and invitation of international buyers in the tourism industry, interested in proposing Italy as destination for their markets. The operators will participate in b2b matching sessions conducted online on a special digital platform made available by Promos Italia.

This service therefore includes:

- research, selection and invitation of buyers on the basis of the target profiles from time to time declined by the Client
- assistance to buyers in the preparatory stages of meetings (e.g., sharing information on the Italian sellers attending, registration on the platform, support in completing the Company Profile and scheduling appointments, monitoring the buyer's actual participation in meetings, etc.).

3 - Sales Mission Service: the service requested consists of the search, selection and invitation of international buyers in the tourism industry, interested in proposing Italy as destination for their markets. The operators will participate in b2b matching and/or networking sessions in the target countries with Italian sellers and/or institutional bodies, carried out in their presence abroad.

This service therefore includes:

- Research, selection and invitation of buyers on the basis of the target profiles from time to time declined by the Client;
- Coordination with Promos Italia, and any foreign partners, in activities related to the organization of the activities;
- Providing a list of participating guests with all contact information and company profile;

In all cases, the supplier is asked to take charge of managing relations with the selected, identified and invited buyers, in every operational phase envisaged by the project: registration, request for activities, preparation of work agendas, realization of meetings and compilation of customer satisfaction.

Any operator who will express interest in taking part in the selection will receive additional details regarding the requested services in the invitation letter.

2. Duration and amount of the award

The service must be provided for a period of 24 months from the start of the contract and the maximum total cost will be equal to € 120,000.00 + VAT if due.

The aforementioned amount represents an estimate of the needs of the Client: the achievement of such amount is not guaranteed to the Supplier and is not to be considered binding for the Client. The aforementioned amount is however intended to indicate the maximum limit of the overall consideration.

Please note that the award of this service will result in a framework contract awarded to several suppliers. As a consequence, the maximum total amount expected in € 120.000,00 + VAT if due is to be considered as the sum of the considerations for the services granted by multiple Suppliers, requested via email from time to time by the Customer in relation to separate events.

The actual consideration payable to the single Supplier will depend on the services required during the entire contractual period. It will be equal to the multiplication of the unit cost per buyer offered

by the Supplier times the number of buyers engaged and actually participating in the activities, without the Supplier being able, as a result, to claim compensation of any kind.

3. Participation requirements

Companies are eligible to participate in this selection process if they carry out activities compatible with the services that are the subject of this selection and if they can demonstrate:

- to be active in the international territory through a local office with staff operating locally or through a network of correspondents;
- to possess the necessary requirements and authorizations to carry out the activities listed above, attaching the necessary documentation. In the event that the Supplier operates through correspondents, he shall also provide them with evidence of the possession of the requirements/authorizations necessary for carrying out the activities in the reference territory.

4. Deadline and modalities for submitting the expressions of interest

Promos Italia S.c.r.l. invites you to submit, within the deadline **of 6.00 p.m. on 20/04/2022**, the required documentation by sending the attached form ("Attachment 1 - Expression of Interest") duly completed and digitally signed.

The expression of interest must be sent to the following **certified e-mail** address:

promositaliasrl@legalmail.it

5. Requests for Clarification

Any requests for clarification on the subject and on the acts of the procedure and any request for information useful for participation in the procedure or on the conduct of the same may be submitted and transmitted to Promos Italia S.c.r.l. by e-mail at ufficio.acquisti@promositalia.camcom.it.

Questions and answers to clarifications may be published in anonymous form by Promos Italia S.c.r.l. on its website.

6. Subsequent Request for Proposal and Award of Service

All economic operators considered suitable will be subsequently invited to submit a quotation for the service in question.

Promos Italia S.c.r.l. will then proceed to the direct award pursuant to art. 36, paragraph 2, letter b of Legislative Decree no. 50 of April 18, 2016.

The selection will take place, at the sole discretion of Promos Italia S.c.r.l., on the basis of the evaluation of the price quotation submitted and their correspondence to the technical and economic characteristics required.

Promos Italia S.c.r.l. reserves the right to award the contract even in the presence of only one valid offer, provided that it is considered appropriate and convenient. It also reserves the right not to proceed with the assignment at its sole discretion.



The service must be performed in accordance with the general conditions of contract available at: <https://promositalia.camcom.it/chi-siamo/amministrazione-trasparente/bandi-di-gara-e-contratti/condizioni-general-di-contratto.kl>

In case of discrepancy between the Italian text and the English translation of these documents the Italian version shall prevail.

Responsible for the procedure: Dr. Alessandro Gelli

Milan, 06/04/2022

Attachments:

"Attachment 1 - Expression of Interest"

Privacy Policy