



*The Embassy of Italy  
to the People's Republic of China*

**PUBLIC NOTICE FOR CALL FOR INTEREST IN SERVICE PROVISION  
Implementation of a project aimed at promoting tourism related to the theme of  
slow tourism in line with 2019, the Year of slow tourism**

**GIVEN THAT**

2019, "the Year of slow tourism" promoted by the Ministry of Agricultural, Food, Forestry Policies and Tourism is a way of enhancing the Italian territories less known by international tourism and re-launching them in a sustainable way by promoting innovative travel experiences, from historic trains to high panoramic views, to cultural itineraries, paths, cycle ways and horseback riding tours. Investing in sustainable tourism is a development strategy aiming to protect and relaunch in innovative ways places, memories, knowledge and craftsmanship that make Italy a unique place: an extraordinarily widespread beauty circuit throughout its territory and along a span of centuries of civilization.

The Embassy of Italy to the People's Republic of China intends to carry out a project to promote slow tourism in Italy for 2019 through an innovative initiative involving elements of history, culture, art, gastronomy, sightseeing, sports, environment and wellness in the country.

The Embassy of Italy to the People's Republic of China is calling for qualified economic operators to express their interest to cooperate in the implementation of the aforementioned project by providing a series of services as specified below.

The project in principle involves a launch event in May 2019, a media promotion campaign, the production of promotional material for the media campaign.

**REQUESTED SERVICES AND BUDGET:**

- a) Up to 225,000.00 RMB of expenditure for the development of an innovative project for the promotion of "Slow Tourism in Italy 2019" in China. The project will be aimed at the Chinese market and its contents will be decided in agreement with the Embassy. In this regard, the contents shall be prepared in two languages (English as working language and Chinese as publication language). The translation shall be provided by the contractor;
- b) Up to 22,500.00 RMB of expenditure for the production of videos in Chinese (with a duration varying from 10 seconds to 2/3 minutes) to present and promote the innovative project as in point a). Elaboration of additional promotional material of the innovative project as per point a) such as gif, graphic and infographics contents.
- c) Up to 37,500.00 RMB expenditure for media promotion (online and offline platform) based on a campaign developed in agreement with the Embassy. The promotional activity will be subject to periodic results assessment.

**PRESENTATION OF BIDS**

The bid by interested parties must be submitted in the written form, signed by the company legal representative (following the form attached to this notice), along with his/her copy of a valid ID and be sent alternatively: a) by registered mail or by other authorized delivery agent or delivered by hand to the Embassy of Italy in Beijing, by March 27<sup>th</sup> 2019 12:00; b) by e-mail by March 27<sup>th</sup> 2019 12:00 (with PDF attachments no larger than 2.5 MB) to the e-mail address of the Embassy: [contabile.pechino@esteri.it](mailto:contabile.pechino@esteri.it);

Must be accompanied by a self-certification attesting the inexistence of prejudicial or limiting conditions to the contractual capacity of the bidder according to art. 80 of Italy's Legislative Decree no. 50/2016; must contain the bidder's commitment to assume all the responsibilities, the inherent and consequent fulfillment of the engagement.



*The Embassy of Italy  
to the People's Republic of China*



The bidder(s) consent to the processing of their personal data, according to Italy's Legislative Decree no. 196/2003 for all procedural requirements.

**TERMS FOR EXPRESSING OF INTEREST:**

Interested parties must submit their offers and the language to be used for the offer presentation is either Italian or English.

**AWARD CRITERION**

The award criterion for the bids received is that of the lowest price.

However, for awarding the contract, the following parameters will also be assessed by the Embassy:

- Overall economic offer.
- Involvement of Italian partners / consultants in the work team.
- Previous similar projects carried out on behalf of Italian or European institutions and companies.
- Presentation of an all-inclusive offer for all or most of the services requested.

Beijing, March 14<sup>th</sup>, 2019

  
The Ambassador  
Ettore Francesco Sequi