



Rimini, 13 April 2017

**To interested suppliers**

**Call for bids in the negotiated procedure for the contract for marketing, representation, public- and media-relations services, including social-media account management and operational support, for the Russian and C.I.S. markets for the year 2017, awarded by APT Servizi S.r.l. (APT) under article 36(2b) of the Italian Public Procurement Code (Legislative Decree 50/2016), tender reference code (C.I.G.): 705878667A**

Dear Sirs,

Your company is invited to submit a bid for the above contract.

APT Servizi has planned a public- and media-relations and representation initiative in Moscow, covering all of Russia and the CIS countries, to implement the 2017 regional tourism promotion and marketing plan, as approved by Regional Decree 2383/2016, with a key focus on international markets.

Contracting maximum budget: 50,000.00 (fifty thousand euros only), exc. VAT @ 22%

Tender starting date: 28/04/2017 at 10:30am

Last date to submit queries and clarifications: 12/05/2017 at 12:00pm

Last date to deliver bid: 15/05/2017 at 12:00pm

Apt Servizi srl • Società costituita dalla Regione Emilia Romagna, Unioncamere e C.C.I.A.A. dell'Emilia Romagna

Cap. Soc € 260.000,00 i.v. • N° di Iscr. R.I. e REA di Bologna • C.F. / P.I. 01886791209

Sede legale: Viale Aldo Moro, 62 • I - 40127 Bologna • Tel. +39 051 4202611

Sede operativa: P.le Federico Fellini, 3 • I - 47900 Rimini • Tel. +39 0541 430111

<http://www.aptservizi.com> • pec: [aptservizi@pec.aptservizi.com](mailto:aptservizi@pec.aptservizi.com)



**Contracting body: APT Servizi S.r.l.**

Via Aldo Moro 62, 40127 Bologna, Italy, VAT no. and tax code 01886791209

Correspondence address: Parco Federico Fellini 3, 47921 Rimini, Italy

Website: [www.aptservizi.com](http://www.aptservizi.com)

**Contracting maximum budget:** €50,000.00 (fifty thousand euros only), exc. VAT @ 22%

**Duration:** The contract will take effect on the date when it is signed and will end when the service ends and in any event no later than 31/12/2017.

**Means of providing the service:** as stated in the attached technical sheet

**Award criterion:** The winning bid will be the one adjudged the most economically advantageous (under article 95 of Legislative Decree 50/2016) according to the following weighting:

- Technical bid: **80 points**, evaluated as stated in the attached technical sheet

Technical bids scoring fewer than 40 points for technical quality will be rejected.

- Financial bid: **20 points**

APT Servizi may award the contract even if only one valid bid is received. APT also reserves the right not to make a final award where to do so would not be in the public interest. In any event, the award will be made only and exclusively when the Region is certain that the funds are available.

**Finance and payment:** The service will be funded from APT's budget under the items for the relevant years. The expenditure will be booked to the relevant expenditure item and budget code. APT Servizi will make payments in 4 separate tranches after receiving a work progress report and within 30 days of receiving the relevant invoices, once it has established that the service has been duly provided.

**Preparing and submitting a bid:** Bidders must submit their bids (the technical and financial bids) and their administrative documentation in a single, sealed, non-transparent outer envelope. That envelope must bear the sender's company name, address, telephone and fax numbers and the wording "Tender for the marketing, representation, public- and media-relations services, social-media account management and operational support for the Russian and CIS markets for 2017 to be awarded by APT Servizi S.r.l. – tender reference code (G.I.G.) 705878667A"

If the outer envelope is not properly sealed, the bid will be rejected. The outer envelope must contain 3 sealed envelopes:

ENVELOPE A – ADMINISTRATIVE DOCUMENTATION



ENVELOPE B – TECHNICAL BID

ENVELOPE C – FINANCIAL BID.

Applications will be rejected if the financial bid, the technical bid and the administrative documentation are not kept separate.

Bidders must deliver the outer envelope using any means of their choice to APT Servizi S.r.l., Parco Federico Fellini 3, 47921 Rimini, Italy, **by 12 noon on 15 May 2017 at the latest.**

Envelopes arriving after that deadline will not be opened.

APT declines all responsibility for items going astray in the post or other problems that may prevent envelopes from being delivered by the above deadline.

No fee or reimbursement is payable to bidding companies for preparing and submitting a bid.

#### **Contents of Envelope A – Administrative documentation**

Envelope A must be sealed and must contain the "Self-certification of requirements under Presidential Decree 445/2000" using the attached form, in English or Italian. Bids that do not meet this requirement will be rejected.

#### **Contents of Envelope B – Technical bid**

The technical bid in sealed envelope B comprises a report in English or Italian. It will be evaluated according to the criteria stated in the attached technical sheet.

The bid scrutiny committee will reject any technical bids scoring fewer than 40 points.

The technical bid must be signed by the bidding company's legal representative.

#### **Contents of Envelope C – Financial bid**

The financial bid must be signed by the bidding company's legal representative and must be sealed in envelope C.

The financial bid must not contain any condition about payment methods, validity limitations, or other elements that conflict with this call for bids and with the attached technical sheet.

The financial bid must be binding and irrevocable.

The score for the financial bid will be awarded using a formula based on absolute value, i.e.:

$$20 * (\text{Lowest bid value} / \text{Bid value})$$



**Award decision:** The contract will be awarded to the company with the highest final score, given by the total of the scores for the technical and financial bids. If 2 or more bids receive the same final score, the winner will be decided by the drawing of lots.

The award decision will be made even if only one valid bid is received, although APT is not obliged to award the contract to any bidder.

APT may suspend, postpone or cancel the tender. If it does, the bidders will not be entitled to claim any redress, because the submission of a bid does not oblige APT to award the contract.

**No alterations, transfers or subcontracting:** The service must be provided exclusively via the means stated in this call for bids and in the attached technical sheet. Bidders are expressly prohibited from transferring the contract, in its entirety or in part, and from subcontracting the service under this procedure, in its entirety or in part.

**Tendering process: Bids will be evaluated by a Scrutiny committee appointed under article 77 of Legislative Decree 50/2016:**

- a) On 16 May 2017 at 12.15 pm, envelopes A and B will be opened in public session.
- b) For bids considered valid, the technical-bid documentation will then be evaluated in secret, and scores will be awarded according to the criteria stated above.
- c) The envelopes containing the financial bids will be opened on 16 May 2017 at 2.00 pm in public session. The results based on the stated criteria will be notified, including the sum of the scores allocated for the technical and financial bids to determine the most economically advantageous bid.

**Penalties and serious breach:** If the winning bidder fails to comply with its contractual obligations to supply the services, then it will forfeit its entire contractual fee and will have to pay a penalty of 20% of that fee.

**Responsible official:** Ms Rita Boselli, supervisor of the procedure

**Queries and clarifications:** for any queries about this procedure, please send an email to [i.amaduzzi@aptservizi.com](mailto:i.amaduzzi@aptservizi.com) by 12:00pm on 12/05/2017.

**Personal-data processing:** Under Legislative Decree 193/03, as amended, APT informs you that the data provided will be processed by APT for the purposes of administering this call for bids and for agreeing and managing any ensuing contract.

**Supply:** The point of supply of the service is the office at Piazzale F. Fellini 3, Rimini; given the nature of the service, the supplier does not need to be present in that office.

**Withdrawal:** APT may withdraw unilaterally from the contract at any time, by giving 30 (thirty) days' notice to the supplier. If APT withdraws, the supplier is entitled to receive payment of



the contractual fee for the services provided according to the contractual conditions. The supplier expressly waives any other claim, including claims for compensation.

**Bid documents:** The bid documents consist of this call for bids. By bidding, bidders declare that they accept the terms stated in it.

Yours faithfully,

The supervisor of the procedure

**Rita Boselli**