

ANNOUNCEMENT TO COLLECT THE INTEREST TO PARTECIPATE IN A NEGOTIATED PROCEDURE TO ENTRUST THE SERVICE OF THE ADVERTISING CAMPAIGN IN POLAND FOR THE MARKET SEGMENT OF "ORGANIZED TOURISM", AIMED AT PROMOTING AND MARKETING THE HOLIDAY DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA" CONTRACT REFERENCE NR (C.I.G.): 74577688D6

This administration announces a tender for a negotiated procedure pursuant to arts. 36, paragraph 2, letter b) and 95 of Legislative Decree 50/2016.

Pursuant to art. 95, paragraph 3 of Legislative Decree 50/2016, the awarding of the tender will take place with the criterion of the most economically advantageous bid.

Pursuant to Article 95, paragraph 7 of Legislative Decree No. 50/2016, the element relating to cost will take the form of a fixed cost on the basis of which the economic operators will only act on the basis of qualitative criteria.

The compensation due to the winning bidder will follow the requirements set out in the technical specifications of the tender.

CONTRACTING ENTITY

Apt Servizi S.r.l.; registered office in Italy, 40127 - Bologna, Viale Aldo Moro, nr 62; operational headquarter in Italy, 47921 - Rimini, Piazzale Fellini, 3; VAT ID Nr: IT01886791209; ph. +390541430111, fax +390541430150; legal e-mail (certified e-mail address): aptservizi@pecaptservizi.com; website: www.aptservizi.com

SUBJECT OF THE CONTRACT

The tendering procedure aims to entrust the service of ADVERTISING CAMPAIGN IN POLAND FOR THE MARKET SEGMENT OF "ORGANIZED TOURISM", AIMED AT PROMOTING AND MARKETING THE HOLIDAY DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA". For further specifications, refer to the technical specifications of the tender.

AMOUNT AND DURATION OF THE CONTRACT

The contract will be stipulated with the economic operator who will obtain the highest score, following the evaluation of the offer based on qualitative criteria.

The maximum bid amount will be € 80,000.00 plus 22% VAT if due.

The cost of labour is estimated at € 20,000.00 plus 22% VAT if due.

The contract will have duration from the stipulation until 31.12.2018, with a renewal option for another year under the same conditions, for the same offer.

The value of the first year is € 40,000.00 plus VAT 22% if due.

The value of the optional second year is € 40,000.00 plus VAT 22% if due.

The total value of the procedure is € 80,000.00 plus VAT 22% if due.

SUBJECTS ADMITTED TO THE SELECTION

All the economic operators referred to in art. 45 of Legislative Decree no. 50/2016, meeting the requirements here below indicated, can express the interest to participate in the tender.

The tender, under penalty of exclusion, is reserved to the following type of economic operator: tour operator (*a tour operator is a commercial enterprise that devises, puts together and sells holiday and tourist packages, while taking on the associated economic, financial and asset risks. To carry out this activity, the tour operator has an authorization defined and identified by the legislation in force in the country where the company has its headquarters*)

The tender, under penalty of exclusion, is reserved only to the tour operators who organize and sell - directly or through intermediaries - travel, stays and tourist packages with destination Emilia-Romagna in Poland and who:

- ✓ are licensed to organise and sell holidays, stays and travel packages, according to the legislation of the state of belonging;
- ✓ directly assume the economic and business risk deriving from the organization and sale of travel, stays and tourist packages with destination Emilia-Romagna;
- ✓ have provided similar services to that object of the tender for a minimum of € 40,000.00 plus VAT 22% if due in the last three years from the date of publication of this notice.

The following economic operators are excluded from the tender:

1. Representative offices and marketing and communication agencies, even if they are owned by the tour operator and are authorized to act in the name and on behalf of the tour operator, because those parties do not bear the business risk.
2. The economic operators who have applied for a contribution to the Emilia-Romagna Region and obtained the approval of the same, with reference to Regional Law nr 4/2016 art. 5, paragraph, 4 letter C) "Contributions to tourism promo-marketing projects carried out by companies also in an associated form".

All the above requirements are mandatory; applicants that lack one or more of them will be rejected.

EXPRESSION OF INTEREST – SUBMISSION METHOD

The expression of interest, to be prepared on plain paper, must be expressed by completing the form attached to this notice (**A Form**), signed by a person who is legally authorized to commit the company, together with a unauthenticated photocopy of the identity document of the underwriter.

The application must be sent exclusively by certified e-mail (only for Italian economic operators) / by e-mail (only for foreign economic operators) to: bandi@pec.aptservizi.com (only for Italian economic operators)/ bandi@aptservizi.com (only for foreign economic operators), indicating in the object: "**Expression of interest in the participation in the negotiated procedure for the assignment of the service of advertising campaign in Poland for the "organized tourism" market segment, aimed at the promotion and marketing of the holiday destination global brand "Emilia- Romagna "**".

The peremptory term for the receipt of the expressions of interest is as follows::

02/05/2018 at 13.00

They do not have effects and are therefore considered as not produced the expression of interest:

- received late, for any reason, with respect to the peremptory term indicated above;

- in case of non-subscription in digital mode;
- not accompanied by the required documentation.

SUCCESSIVE PHASES OF THE NEGOTIATED PROCEDURE

Candidates participating in this procedure fully accept the conditions without being able to make any kind of claim and / or objection.

Following the pre-selection procedure aimed at collecting an expression of interest from the interested parties, the call for the tender will be announced.

The Contracting Authority will invite to participate to the procedure all the economic operators who have correctly submitted the expression of interested.

This Administration reserves the right to interrupt at any time, for reasons of its exclusive competence, the procedure initiated, without the requesting parties being able to claim any claim.

This Administration reserves the right to verify the veracity of the declarations made.

It remains established that the submission of the application does not generate any right or automatism to participate in other procedures of assignment, whether negotiation or public.

PROCESSING OF PERSONAL DATA

Pursuant to Legislative Decree No. 196/2003 "Personal Data Protection Code", the data transferred to this Administration will be used exclusively to carry out institutional functions, within the limits established by the code itself.

The Data Controller is Apt Servizi in the person of her Legal Representative and the Data Processor is the Sole Project Manager, whom you can contact to exercise your rights.

ADVERTISING

This notice is published on the Apt Servizi's website www.aptservizi.com

FINAL PROVISIONS

The Sole Responsible of the Procedure to which further information may be requested is Dr. Rita Boselli - r.boselli@aptservizi.com.

The Sole Project Manager (R.U.P.)

Mrs Rita Boselli

Please find attached:

- ✓ Contract technical specifications
- ✓ Annex (A form)