

INVITATION TO THE NEGOTIATED PROCEDURE FOR THE DIRECT ENTRUSTING OF THE SERVICE OF THE PROMO-COMMERCIAL CAMPAIGN IN CANADA FOR THE ORGANIZED TOURISM MARKET SEGMENT, AIMED AT PROMOTING AND MARKETING THE DESTINATION GLOBAL BRAND "EMILIA-ROMAGNA".

CONTRACT REFERENCE NR (CIG): ZE1234FAAF

This administration announces a negotiated procedure, pursuant to art. 36, paragraph 2, letter b) of Legislative Decree 50/2016, for a direct entrusting, after consulting the economic operators.

The cost element will take the form of a fixed cost and will be equal to the total value of the procedure. Economic operators will compete only on the basis of qualitative criteria. The consideration due to the winning operator will follow the requirements indicated in the technical specifications.

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 procedure aims to directly entrust the service of the promo-commercial campaign in Canada for the market segment of organised tourism (groups and/or FIT), aimed at promoting and marketing the destination global brand "Emilia-Romagna". For further specifications, refer to the technical specifications of the tender.

AIMS OF THE PROJECT

Through this project, Apt Servizi - in-house company of the Emilia-Romagna Region, specialized in the management and implementation of regional tourism plans on the national market and, above all, in the implementation of projects on

foreign markets, and being in charge of the integrated promotion and enhancement of tourist-environmental and historical-cultural resources as well as of local handicraft and of the typical agricultural products of the Region, pursuant the Regional Law 4/2016, intends:

- to increase inbound tourist flows from Canada to Emilia-Romagna, in order to support the growth and stability of the regional tourism industry;
- to retain continuous inbound tourist flows from Canada;
- to improve the reputation and the value of the global tourist destination brand Emilia-Romagna in Canada;
- to develop synergies with well-established and renowned tourist trademarks in a highly potential and strategic foreign catchment area of the Emilia-Romagna tourism (Canada);
- to strengthen the effectiveness of the promotional and advertising message, linking it to the commercial activity implemented by tour operators that organize and sell in Canada tourist trips to and stays in Emilia-Romagna;
- Increase the market share of organized tourism (groups and FIT).

AMOUNT AND DURATION OF THE CONTRACT

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

The maximum bid amount will be € 39,900.00 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 agreement (2018) is € 19,950.00 plus 22% VAT if due. The value of the optional second year agreement (2019) is € 19,950.00 plus 22% VAT if due.

The total value of the procedure is € 39,900.00 plus 22% VAT if due.

SUBJECTS ADMITTED TO THE PROCEDURE

All the economic operators referred to in art. 45 of Legislative Decree 50/2016, meeting the requirements here below indicated, can participate in the procedure.

The procedure, 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 procedure, 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 Canada 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 € 20,000.00 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 procedure:

- Representative offices and marketing and communication agencies, even if they are owned by 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.
- 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".

The economic operators will be able to participate in the procedure only if they do not incur the causes of exclusion pursuant to art. 80 of Legislative Decree 50/2016.

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

SUBMISSION METHOD OF THE OFFER

The economic operator must present, in the manner required by this notice, the administrative and technical documentation, written in Italian or in English.

The documentation must be sent exclusively by certified e-mail address (only for Italian economic operators)/e-mail (only for foreign economic operators) to: bandi@pec.aptservizi.com (for Italian economic operators)/bandi@aptservizi.com (for operators foreign economic) indicating in the object: **"Offer for the service of promo-commercial campaign in Canada for the organized tourism market segment, aimed at the promotion and marketing on the market of the destination global brand Emilia-Romagna"**.

The peremptory term is the following:

10/05/2018 at 13.00 (time zone Rome)

They do not have effects and are therefore considered as not produced the bids:

- received, for any reason, after the deadline;
- in case of non-subscription in digital mode;
- not accompanied by the required documentation.

No reimbursement is due for participation in the procedure, even if the procedure will be interrupted and not completed with awarding.

The offer must be composed of:

A - administrative documentation

B - technical documentation

A – ADMINISTRATIVE DOCUMENTATION:

1. Declaration (**USE FORM A**) signed by an administrator with power of representation or a special attorney (in which case the special power of attorney or a certified copy of the same must be attached), certifying;

- a) they do not incur any of the grounds for exclusion referred to in Art. 80 Legislative Decree 50/2016 or – for foreign companies that they do not to fall under any of the exclusion clauses to participation from public contracts provided for by the regulations of their own state ;
- b) the possession of the requisites indicated in the point "Subjects admitted to the selection" of this notice;

- c) they accept, without any condition or reservation, all the rules and provisions contained in the special conditions and any other documents attached to this procedure;
- d) they took cognizance and into account the contractual conditions while preparing the offer;
- e) the certified e-mail address (in the case of foreign companies, please indicate the e-mail address) to which the notifications concerning this procedure will be sent.

B – TECHNICAL OFFER:

The technical offer, duly signed by the company legal representative, must be written in Italian or English. In the elaboration of this project, which cannot exceed 10 pages in A4 format with 12-point typeface, every company must explicitly explain:

1. company data (company name, address, name of the contact person direct contact data i.e. ph number / e-mail address);
2. the strategic marketing plan for the Emilia-Romagna destination:
 - ✓ goals (the economical operator must indicate the sales goals broken down by season - 2018 and 2019: turnover, overnight visitors and bed-nights, given in absolute numbers and, in the case of tour operators operating for several years on the Emilia-Romagna product, also percentage variations compared to the previous year - NOTE: sales goals are the indicator for measuring the impact of the project on the travel industry of Emilia-Romagna Region, values must be expressed in absolute numbers and not by percentage changes);
 - ✓ products (the economical operator must indicate and detail the tourist products marketed - highlighting the news -, the resorts and clusters of the Emilia-Romagna Region, the types of accommodation facilities and how many, etc.);
 - ✓ target groups;
 - ✓ seasonality (the economical operator must indicate the period of movement of the flows from Canada to Emilia-Romagna).

3. the plan of the promo-commercial campaign of the Emilia-Romagna destination:

- ✓ the detailed plan of b2c and b2b promo-commercial actions, which the tour operator will implement, to give awareness to the destination, to positioning and sell the destination's products and offers. The plan should indicate the total invested resources expressed in € and, for each activity, the audience (gross contacts equivalent to net contacts per frequency), the coverage of the target group (in percentages), the advantages (flexibility, timeliness, good coverage of the market, consensus, credibility, high selectivity, the right mix of visual, sound and movement aspects resulting in engaging, etc.), the period and the duration. NOTE - Apt Servizi will implement a partnership in the plan. The tour operator may therefore include also actions which were already activated or implemented in the reference year.

AWARD CRITERION

The contract will be awarded by direct assignment following negotiation on the basis of the following elements, indicated in descending order of importance:

EVALUATION ELEMENTS	MOTIVATIONAL CRITERIA
1) Impact of the project on the development, growth and stability of the incoming tourist industry in Emilia-Romagna	Overall quality of the proposed strategic marketing plan, with reference to the goals, the variety and innovation of the products, the segmentation of the target groups, opportunity to deseasonalize the tourist flows.
2) Effectiveness and efficiency of the promo-commercial campaign	Quality, completeness, innovativeness of the plan of activities of the promo-commercial campaign of the Emilia-Romagna destination

The conclusion of the contract will be formalized through the sending of the order, signed by the contracting authority, to the e-mail address of the contractor and acceptance by the same, who must in turn sign the order and return it via e-mail to the contracting authority. In any case the assignment will be assigned only and exclusively when there will be certainty of the availability of the funds.

PENALTIES AND DEFAULTS

See the technical specifications.

CLARIFICATIONS AND SPECIFICATIONS

You can obtain clarifications regarding this procedure by preparing written questions to be sent to the following e-mail address: r.boselli@aptservizi.com.

SOLE PROJECT MANAGER

The Sole Project Manager is Rita Boselli, who also acts as the head of the administrative office, and person responsible for transparency and anti-corruption.

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 the President and Legal Representative and the Data Processor is the Sole Project Manager, whom you can contact to exercise your rights.

NOTE

The contractor must absolutely be registered or register in the Apt servizi suppliers' register through the form that can be downloaded from: <http://www.aptservizi.com/azienda/lavora-con-noi/> under penalty of cancellation of the contract.

THE SOLE PROJECT MANAGER

Mrs Rita Boselli

Please find attached:

1. Contract technical specifications
2. Annexes (Form A)