



ENG VERSION - NON OFFICIAL TRANSLATION

APT Servizi srl
Tender evaluation commission for the
offers

Prot. Code N. 0063/2018

Rimini, 08 May 2018

Subject: Call for bids for the negotiated procedure for assignment of the following service: "Communication and PR services for the Emilia Romagna region on the UK market" 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.): 744021754C –**tender evaluation commission minutes**

The year two thousand and eighteen (2018) eight (08) of the month of May, at 10:15 in the offices of RIMINI of APT Servizi srl, p. Fellini n. 3, the tender evaluation commission met. The tender evaluation commission is composed of:

Name	Role	Qualification
Carlo Bisaccioni	President	Administration
Laura Lopez	Technical manager	Marketing Department
Alessandro Vallicelli	Secretary officer	Press Office

And carry out the analysis of the documents of the candidate companies for the assignment of the provision of services having the subject "Invitation to the negotiated procedure for assignment by APT. Servizi srl of the service of "Communication and PR agency for the Emilia Romagna region on the UK market", pursuant to art. 36, paragraph 2, letter b) of Legislative Decree no. 50/2016 (CIG Code 744021754C) "

WHEREAS it was decided to invite suppliers who showed an interest in participating through the institutional website to the negotiated procedure, by sending an email

to bandi@aptservizi.com.

ASSESSED that on April 11th, 2018, one expression of interest was received by the foreign companies 'Four Communications' and decided to proceed with the examination of the same.

The commission proceeds with the examination of the administrative documentation, verifying the completeness and formal regularity for the companies that submitted the offer.

The commission, after checking the regularity and completeness of the administrative documentation of the offers received, proceeds to the evaluation of the technical offers, using the following evaluation grid.

TERMS OF EVALUATION	MOTIVATIONAL CRITERIA	DOCUMENTATION SUBJECT TO ASSESSMENT	POINTS MAX
Technical-professional expertise and experience; knowledge of the procedures and methods of planning tourism promotion of Italian regions; Professional expertise and experience of the project team	Overall quality and level of experience and expertise of the agency, given the essential minimum requirements of at least 3 years work as appointed agency for an Italian region, on the US/Canada market in the field of media and travel industry. Professional quality of human resources dedicated to the project.	The following documents of the technical offer will be assessed: • COMPANY CURRICULUM • CURRICULUM OF THE PROJECT TEAM • CUSTOMER PORTFOLIO • CASE HISTORY MEDIA RELATION CAMPAIGN FOR AN ITALIAN REGION	40 POINTS
Effectiveness and efficiency of the media and public relations campaign	Overall quality of the database contacts of the agency and key importance of the media and trade	The following documents of the technical offer will be assessed: • DATA BASE CONTACTS MEDIA	20 POINTS

	relations, which can be activated through the agency with respect to the project objectives	AND TRADE	
Improvement elements	Overall quality of the improvement services	The following documents of the technical offer will be assessed: • LIST OF SERVICES AND PERFORMANCES OFFERED	20 POINTS

Subsequently, the economic offer is evaluated according to the criteria indicated in the letter of invitation, namely:

$$20 * (\text{Minimum Offer Value} / \text{Offer Value})$$


ASSESSED the technical offer of 'Four Communications' the commission attributes the following scores:

CRITERIA	MAX POINTS	FINAL SCORES
Technical-professional capacity; Experience; Knowledge of the procedures and methods of planning and planning regarding tourism promotion of the Italian regions; Professional competence of the project team	40 points	40 points
Effectiveness and efficiency of the media and public relations campaign	20 points	20 points
Improvement elements	20 points	20 points
Technical Offer		80 points
Economic Offer 2018		€ 26.000,00
Economic Offer 2019		€ 39.000,00
Economic Offer 2020		€ 39.000,00
Economic Offer		20 points
Total		100 points

The commission therefore believes that the services in subject will be appointed to **Four Communications** as the only company who has submitted an offer and will be prepared, based on the results referred to in this report, a formal confirmation of appointment approved by the Director, as soon as the funds for the project are confirmed.

The aforesaid minutes are drafted of the foregoing which are read, approved and confirmed and are signed as follows:

PRESIDENT
Carlo Bisaccioni



TECHNICAL MANAGER
Laura Lopez



SECRETARY OFFICER
Alessandro Vallicelli

