



ENG VERSION

APT Servizi srl
Tender evaluation commission for the offers

Prot. Code N. 0064/2018

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 USA and Canada markets " 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.): 74434029A3 – **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 by:

Name	Role	Department
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 USA and Canada markets " ", pursuant to art. 36, paragraph 2, letter b) of Legislative Decree no. 50/2016 (CIG Code 74434029A3) "

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 16th, 2018, two expressions of interest were received by the foreign companies 'DQMPR' and 'Wagstaff Worldwide' 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
<p>Technical-professional expertise and experience; knowledge of the procedures and methods of planning tourism promotion of Italian regions;</p> <p>Professional expertise and experience of the project team</p>	<p>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.</p>	<p>The following documents of the technical offer will be assessed:</p> <ul style="list-style-type: none"> • COMPANY CURRICULUM • CURRICULUM OF THE PROJECT TEAM • CUSTOMER PORTFOLIO • CASE HISTORY MEDIA RELATION CAMPAIGN FOR AN ITALIAN REGION 	40 POINTS
<p>Effectiveness and efficiency of the media and public relations campaign</p>	<p>Overall quality of the database contacts of the agency and key importance of the media and trade relations, which can be activated through the agency with respect to the project objectives</p>	<p>The following documents of the technical offer will be assessed:</p> <ul style="list-style-type: none"> • DATA BASE CONTACTS MEDIA AND TRADE 	20 POINTS
<p>Improvement elements</p>	<p>Overall quality of the improvement services</p>	<p>The following documents of the technical offer will be assessed:</p> <ul style="list-style-type: none"> • 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 'DQMPR' 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		€ 25.000,00
Economic Offer 2019		€ 39.000,00
Economic Offer 2020		€ 39.000,00
Economic Offer		20 points
Total		100 points

ASSESSED the technical offer of 'Wagstaff Worldwide', 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	20 points
Effectiveness and efficiency of the media and public relations campaign	20 points	20 points
Improvement elements	20 points	20 points
Technical Offer		60 points
Economic Offer 2018		€ 27.000,00
Economic Offer 2019		€ 39.000,00
Economic Offer 2020		€ 39.000,00
Economic Offer		18,60 points
Total		78,60 points

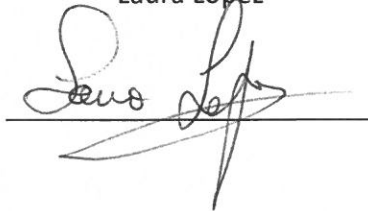
The commission therefore decides that the services in subject will be appointed to DQMPR as the company that has submitted the most advantageous offer and which has achieved the highest score, and a formal confirmation of appointment approved by the Director and based on the results referred to in this report will be prepared, 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

