



**Apt Servizi srl**  
Assessment Commission

Prot. n. 0109/2018

Rimini, September, 14 2018

**SUBJECT: EUROPEAN OPEN CALL FOR TENDER FOR DRAFTING A FRAMEWORK AGREEMENT FOR THE AWARDING OF SERVICES FOR A PROMOTIONAL MARKETING CAMPAIGN IN RUSSIA, IN THE ORGANISED TOURISM SECTOR (FIT/GROUPS), FOR THE PROMOTION, MARKETING AND PLACEMENT ON THE MARKET OF THE GLOBAL DESTINATION TOURISM BRAND "EMILIA-ROMAGNA" (Contract Reference Number/CIG 7563592990) – MINUTES ASSESSMENT COMMISSION.**

The year two thousand and eighteen (2018), on the fourteen (14) of the month of September, at 10:00 a.m., in the offices of Rimini APT Servizi s.r.l., p. Fellini n. 3, the Assessment Commission composed by:

Nome	Role	Title
Alessandro Vallicelli	President	Purchasing Manager - Media Center
Laura Lopez	Technical manager	Marketing Department
Carlo Bisaccioni	Minute officer	Administration office

met to carry out the evaluation of the bids submitted by the bidding companies for the provision of services under the object "**European open call for tender for the drafting of a framework agreement for the awarding of the service for a promotional marketing campaign in Russia, in the organized tourism sector (fit / groups), aimed at the promotion, marketing and placement on the market of the global destination tourism brand "Emilia-Romagna" (Contract reference no. - CIG 7563592990)**"

The opening of the envelopes took place in public session, at 10:00 and in a second public session at 3:00 pm the results of the evaluation of the technical bid and of the final ranking were given. At both sessions, Elena Panteeva, delegated to represent the competitor TEZ International, was present.

**ASSESSED** that within the deadline for submission of bids, expired on the 31<sup>st</sup> of August 2018 at 12.00, no. 3 packages have been received and that they have been presented by the following competitors:

- PACTOUR Agency
- ICS Travel Service
- TEZ International

The Sole Project Manager proceeds to verify the integrity and regularity of the envelopes and subsequently to the opening of the "envelope A" containing the administrative documentation to verify the regularity of the documents contained therein.

The Sole Project Manager then proceeds with the opening of the "envelop B - technical bid" for the sole purpose of verifying the contents and admits to the subsequent technical evaluation phase the offers of all 3 (three) competitors.

The committee proceeds in session reserved for the evaluation of the technical bids, using the following evaluation grid:

ASSESSMENT ELEMENTS	MOTIVATION CRITERIA	SCORE POINTS
1) Impact of the marketing strategy and project on the development, growth and stability of the tourism industry in Emilia-Romagna	Overall quality of the strategic marketing plan proposed, with reference to the objectives, variety and innovation of the products, the level of segmentation of the target groups, the organisation of chains of charter flights towards one of the airports of the Region of Emilia-Romagna, the de-seasonalisation of tourist flows. <i>It is specified that the above aspects shall be considered as a whole and do not therefore, in any way constitute "sub-elements or sub-scores".</i>	Maximum score: 40 points <ul style="list-style-type: none"> <li>• Excellent: 40 points</li> <li>• Good: 30 points</li> <li>• Fairly good: 25 points</li> <li>• Satisfactory: 20 points</li> <li>• Unsatisfactory: 10 points</li> </ul>
2) Efficacy and efficiency of the promotional marketing campaign	Quality, completeness and innovation of the activity plan of the promotional marketing campaign of the destination Emilia-Romagna	Maximum score: 40 points <ul style="list-style-type: none"> <li>• Excellent: 40 points</li> <li>• Good: 30 points</li> <li>• Fairly good: 25 points</li> <li>• Satisfactory: 20 Points</li> <li>• Unsatisfactory: 10 points</li> </ul>

3) Quality of the creative proposal of the promotional marketing campaign	Originality, visual impact, innovation and graphics, coherence with the values of the global brand of the destination Emilia-Romagna and the tourism products of the Region of Emilia-Romagna <i>It is specified that the above aspects shall be considered as a whole and do not therefore, in any way constitute "sub-elements or sub-scores".</i>	Maximum score: 20 points <ul style="list-style-type: none"> <li>• Good: 20 points</li> <li>• Fairly good: 15 points</li> <li>• Satisfactory: 10 points</li> <li>• Unsatisfactory: 5 points</li> </ul>
<b>TOTAL</b>		100 points

Checked the technical bid of '**FACTOUR Agency**' the commission attributes the following scores:

ASSESSMENT ELEMENTS	MOTIVATION CRITERIA	MAX SCORES	ASSESSED SCORES
4) Impact of the marketing strategy and project on the development, growth and stability of the tourism industry in Emilia-Romagna	Overall quality of the strategic marketing plan proposed, with reference to the objectives, variety and innovation of the products, the level of segmentation of the target groups, the organisation of chains of charter flights towards one of the airports of the Region of Emilia-Romagna, the deseasonalisation of tourist flows. <i>It is specified that the above aspects shall be considered as a whole and do not therefore, in any way constitute "sub-elements or sub-scores".</i>	Maximum score: 40 points <ul style="list-style-type: none"> <li>• Excellent: 40 points</li> <li>• Good: 30 points</li> <li>• Fairly good: 25 points</li> <li>• Satisfactory: 20 points</li> <li>• Unsatisfactory: 10 points</li> </ul>	<b>40 points</b>

<p>Efficacy and efficiency of the promotional marketing campaign</p>	<p>Quality, completeness and innovation of the activity plan of the promotional marketing campaign of the destination Emilia-Romagna</p>	<p>Maximum score: 40 points</p> <ul style="list-style-type: none"> <li>• Excellent: 40 points</li> <li>• Good: 30 points</li> <li>• Fairly good: 25 points</li> <li>• Satisfactory: 20 Points</li> <li>• Unsatisfactory : 10 points</li> </ul>	<p><b>40 points</b></p>
<p>Quality of the creative proposal of the promotional marketing campaign</p>	<p>Originality, visual impact, innovation and graphics, coherence with the values of the global brand of the destination Emilia-Romagna and the tourism products of the Region of Emilia-Romagna</p> <p><i>It is specified that the above aspects shall be considered as a whole and do not therefore, in any way constitute "sub-elements or sub-scores".</i></p>	<p>Maximum score: 20 points</p> <ul style="list-style-type: none"> <li>• Good: 20 points</li> <li>• Fairly good: 15 points</li> <li>• Satisfactory: 10 points</li> <li>• Unsatisfactory : 5 points</li> </ul>	<p><b>20 points</b></p>
<p>TOTAL</p>			<p><b>100 points</b></p>



Checked the technical bid of **'TEZ International'** the commission attributes the following scores:

ASSESSMENT ELEMENTS	MOTIVATION CRITERIA	MAX SCORES	ASSESSED SCORES
5) Impact of the marketing strategy and project on the development, growth and stability of the tourism industry in Emilia-Romagna	<p>Overall quality of the strategic marketing plan proposed, with reference to the objectives, variety and innovation of the products, the level of segmentation of the target groups, the organisation of chains of charter flights towards one of the airports of the Region of Emilia-Romagna, the deseasonalisation of tourist flows.</p> <p><i>It is specified that the above aspects shall be considered as a whole and do not therefore, in any way constitute "sub-elements or sub-scores".</i></p>	<p>Maximum score: 40 points</p> <ul style="list-style-type: none"> <li>• <i>Excellent:</i> 40 points</li> <li>• <i>Good:</i> 30 points</li> <li>• <i>Fairly good:</i> 25 points</li> <li>• <i>Satisfactory:</i> 20 points</li> <li>• <i>Unsatisfactory:</i> 10 points</li> </ul>	<b>30 points</b>
Efficacy and efficiency of the promotional marketing campaign	Quality, completeness and innovation of the activity plan of the promotional marketing campaign of the destination Emilia-Romagna	<p>Maximum score: 40 points</p> <ul style="list-style-type: none"> <li>• <i>Excellent:</i> 40 points</li> <li>• <i>Good:</i> 30 points</li> <li>• <i>Fairly good:</i> 25 points</li> <li>• <i>Satisfactory:</i> 20 Points</li> <li>• <i>Unsatisfactory:</i> 10 points</li> </ul>	<b>30 points</b>

Quality of the creative proposal of the promotional marketing campaign	Originality, visual impact, innovation and graphics, coherence with the values of the global brand of the destination Emilia-Romagna and the tourism products of the Region of Emilia-Romagna <i>It is specified that the above aspects shall be considered as a whole and do not therefore, in any way constitute "sub-elements or sub-scores".</i>	Maximum score: 20 points <ul style="list-style-type: none"> <li>• Good: 20 points</li> <li>• Fairly good: 15 points</li> <li>• Satisfactory: 10 points</li> <li>• Unsatisfactory: 5 points</li> </ul>	<b>20 points</b>
<b>TOTAL</b>			<b>80 points</b>

Checked the technical bid of '**ICS TRAVEL SERVICE**' the commission attributes the following scores:

ASSESSMENT	MOTIVATION CRITERIA	MAX SCORES	ASSESSED SCORES
6) Impact of the marketing strategy and project on the development, growth and stability of the tourism industry in Emilia-Romagna	Overall quality of the strategic marketing plan proposed, with reference to the objectives, variety and innovation of the products, the level of segmentation of the target groups, the organisation of chains of charter flights towards one of the airports of the Region of Emilia-Romagna, the deseasonalisation of tourist flows. <i>It is specified that the above aspects shall be considered as a whole and do not therefore, in any way constitute "sub-elements or sub-scores".</i>	Maximum score: 40 points <ul style="list-style-type: none"> <li>• Excellent: 40 points</li> <li>• Good: 30 points</li> <li>• Fairly good: 25 points</li> <li>• Satisfactory: 20 points</li> <li>• Unsatisfactory: 10 points</li> </ul>	<b>20 points</b>

7) Efficacy and efficiency of the promotional marketing campaign	Quality, completeness and innovation of the activity plan of the promotional marketing campaign of the destination Emilia-Romagna	Maximum score: 40 points <ul style="list-style-type: none"> <li>• <i>Excellent:</i> 40 points</li> <li>• <i>Good:</i> 30 points</li> <li>• <i>Fairly good:</i> 25 points</li> <li>• <i>Satisfactory:</i> 20 Points</li> <li>• <i>Unsatisfactory:</i> 10 points</li> </ul>	<b>20 points</b>
8) Quality of the creative proposal of the promotional marketing campaign	Originality, visual impact, innovation and graphics, coherence with the values of the global brand of the destination Emilia-Romagna and the tourism products of the Region of Emilia-Romagna <i>It is specified that the above aspects shall be considered as a whole and do not therefore, in any way constitute "sub-elements or sub-scores".</i>	Maximum score: 20 points <ul style="list-style-type: none"> <li>• <i>Good:</i> 20 points</li> <li>• <i>Fairly good:</i> 15 points</li> <li>• <i>Satisfactory:</i> 10 points</li> <li>• <i>Unsatisfactory:</i> 5 points</li> </ul>	<b>15 points</b>
TOTAL			<b>65 points</b>

Once the evaluation of the technical bids and the assignment of scores by the evaluation commission have been completed, the final ranking is defined as follows:

1. PACTOUR AGENCY – 100 scores
2. TEZ INTERNATIONAL – 80 scores
3. ICS TRAVEL SERVICE – 65 scores



Once the availability of the economic resources has been checked, the services are awarded according to the rules and modalities of the Framework Agreement, specified and defined in the tender's specifications.

The aforesaid minutes are drafted of the foregoing. They are read, approved, confirmed and signed by:

PRESIDENT  
Alessandro Vallicelli

Handwritten signature of Alessandro Vallicelli in black ink, written over a horizontal line.

TECHNICAL MANAGER  
Laura Lopez

Handwritten signature of Laura Lopez in black ink, written over a horizontal line.

MINUTE OFFICER  
Carlo Bisaccioni

Handwritten signature of Carlo Bisaccioni in black ink, written over a horizontal line.