

CALL FOR THE INTERACEITUNA TENDER

Advertiser: OLIVES FROM SPAIN. Generic brand owned by INTERACEITUNA (Interprofessional Union of the Table Olives), an entity that brings together the associations representing the table olive sector in Spain (producers, cooperatives, industrialists and exporters).

Country (ies) where the campaign will be implemented: India and/or Canada. The advertising agency may decide if it bids for:

1. Segment 1: India
2. Segment 2: Canada
3. Segments 1 and 2: India and Canada

Duration of the campaign: 3 years (2020, 2021, 2022). To begin on 2020 (month still to be determined), it is estimated that it will end at the beginning of 2023.

Budget: € 2,310,000 VAT not included for the three years if bidding for **both** segments in **the briefing (India and Canada)**. That is, € 770,000 per year (€ 385,000 for each country per year) if bidding for both countries. Otherwise, if the agency decides to bid for one country only, the budget shall be divided in 50% for each segment:

- Segment 1 - India: € 385,000 per year, VAT excluded.
- Segment 2 - Canada: € 385,000 per year, VAT excluded.

Briefing: the document with all the necessary information about the tender will be uploaded to the INTERACEITUNA website: www.interaceituna.com. This document will be posted in English and Spanish as of November 29.

Deadlines for delivering documentation:

Companies interested in participating in the tender, should send an email to INTERACEITUNA notifying their decision and specifying the segment for which they will submit their bid within 2 weeks, **from November 29 to December 14:**

- Two segments: India and Canada
- Segment 1 – India
- Segment 2 – Canada

Likewise, companies that have notified their intention to participate may send their documentation related to stages 1 (exclusion) and 2 (selection), **until December 21, at 12 noon (Central European Time/CET):**

STAGE 1:

- Signed declaration attesting compliance with article 71 of the Law 9/2017, of November 8, on Public Sector Contracts.

STAGE 2:

- Structure of the agency and personnel assigned to the project.
- Financial capacity
- Absence of conflict of interests

Lastly, the rest of the documentation related to stage 3 (adjudication) shall be delivered to **INTERACEITUNA on January 8, 2019, before 12 noon (Central European Time/CET)**. Proposals must be submitted in digital format to the email addresses info@interaceituna.es, promocion@interaceituna.es and marketing@interaceituna.es. For questions related to the contest, contact persons will be Paula Sánchez and María Becerra (0034.954.21.55.69 - marketing@interaceituna.es, promocion@interaceituna.es).

Considerations of interest:

- The campaign will be financed with funds from the sector itself (INTERACEITUNA) and from the European Union.
- The purpose of the tender is to select an agency to execute a three-year promotional plan in India and/or Canada that will be governed by the provisions of *Regulation 1144/2014 of October 22, on information and promotional activities of agricultural products in the internal market and in third party countries*.
- Contracting conditions: those established in the briefing and in the Community regulations.
- Type of tender: Unpaid.

Selection process (assessment criteria): detailed in the briefing in point 2.5.