

CALL FOR INTERACEITUNA COMPETITION

Announcer: OLIVES FROM SPAIN. Generic brand owned by INTERACEITUNA (Interprofessional Organization of Mesa Olives), an entity that brings together associations that represent the table olive industry in Spain (producers, cooperatives, industrialists and exporters).

Country in which the campaign will be carried out: USA

Campaign Duration: 3 years (2021, 2022, 2023).

Budget: 5,700,000 € not including VAT (1,900,000 € per year)

Briefing: the document with all the necessary information about the contest will be hosted on the INTERACEITUNA website: www.interaceituna.com. This document will be posted in English and Spanish as of December 10.

Deadlines for delivery of documentation:

Companies that have declared their intention to participate may send documentation related to phases 1 (exclusion) and 2 (selection), **until January 10, at 12 noon (European Central Time / CET)**.

PHASE 1:

- Certificate or declaration that you are up to date with the tax and social security authorities.
- Signed statement confirming compliance with article 71 of Law 9/2017, of November 8, on Public Sector Contracts.

PHASE 2:

- Agency structure and personnel assigned to the project.
- Financial capability.
- Absence of conflict of interest.

Finally, the rest of the documentation related to phase 3 (ruling) will be delivered to INTERACEITUNA on **January 24, 2020, before 2pm (European Central Time / CET)**. The proposals will have to be sent in digital format to the email addresses info@interaceituna.es, promocion@interaceituna.es and marketing@interaceituna.es. For inquiries related to the contest, the contact persons will be Paula Sánchez and María Becerra (954.21.55.69 - marketing@interaceituna.es, promocion@interaceituna.es).

Considerations of interest:

- The campaign will be financed with funds from the industry itself (INTERACEITUNA) and with funds from the European Union.
- The purpose of the contest is the selection of an agency for the execution of a three-year promotion plan in USA that will be governed by the provisions of *Regulation 1144/2014 of October 22, on information and promotion actions agricultural products in the internal market and in other countries*.
- Contract conditions: Those established in the briefing and in the community regulations.
- Type of contest: Unpaid.

Selection process (evaluation criteria): detailed in the briefing in item 8.