

CALL FOR THE INTERACEITUNA 2022 COMPETITION

Advertiser: OLIVES FROM SPAIN. Generic brand owned by INTERACEITUNA (*Organización Interprofesional de la Aceituna de Mesa*), an organisation that brings together the associations representing the Spanish table olive sector (producers, cooperatives, industrialists and exporters).

Country/countries in which the campaign will be implemented: INTERACEITUNA wants to present two programmes in the 2023 call for European funds, specifically one for the United States and one for China.

The advertising agency may decide whether to apply for:

- Block 1: United States.
- Block 2: China.
- Blocks 1 and 2: United States and China.

Duration of the campaign: 3 years (2024, 2025, 2026) in each country. As the promotion will begin in 2024 (month to be determined), it is expected to end in 2027.

Budget per block:

- Block 1 - United States: €915,000 per year (fee included), excluding VAT. Total 3 years: €2,745,000 excluding VAT.
- Block 2 - China: €915,000 per year (fee included), excluding VAT. Total 3 years: 2.745.000 € VAT excluded.

Briefings: the two briefings with all the necessary information about the competition will be hosted on the INTERACEITUNA website: www.interaceituna.com. This document will be available in English and Spanish from **November 22nd**. **The China briefing has undergone changes so it has been republished on the INTERACEITUNA website on December 9, 2022.**

Deadlines for submission of documentation for the USA:

Companies interested in participating in the U.S. competition may submit documentation related to phases 1 (exclusion) and 2 (selection), **until December 22, at 12h (Central European Time/ CET)**. For phase 3 (award) companies will have **until January 24, 2023 at 14h (Central European Time/ CET)**.

Deadlines for submission of documentation for CHINA:

Companies interested in participating in the China competition may submit documentation related to phases 1 (exclusion) and 2 (selection), **until January 18, 2023, at 12h (Central European Time/ CET)**. For phase 3 (award) companies will have **until February 13, 2023 at 14h (Central European Time/ CET)**.

PHASE 1:

- Signed declaration attesting to compliance with article 71 of Law 9/2017, of 8 November, on Public Sector Contracts.
- Certificate of being up to date with tax and Social Security obligations.

PHASE 2:

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

Those who pass phases 1 and 2 will be notified and will have enough time (more than 15 days) to submit the documentation for phase 3 (award) which will be delivered to INTERACEITUNA. These can be sent in digital format to the e-mail addresses info@interaceituna.es, promocion@interaceituna.es and marketing@interaceituna.es. For queries related to the competition, 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 coming from the sector itself (INTERACEITUNA) and with funds from the European Union.
- The purpose of the tender is to select an agency for the implementation of a three-year promotion plan in the United States and/or China, which will be governed by the provisions of *Regulation 1144/2014 of 22 October, on information provision and promotion measures for agricultural products on the internal market and in third countries*.

- Contracting conditions: Those set out in the briefing and in EU regulations.
- Type of competition: Unpaid.

Selection process (evaluation criteria): detailed in the briefing in point 8 of each briefing.