



*Economic & Commercial Office
Spanish Embassy*

CAMPAIGN TO PROMOTE SPANISH FOODS AND WINES

Request for Proposals

PROMOTIONAL ACTIVITIES IN 2021 and 2022

(The information contained in this document is PRIVATE & CONFIDENTIAL
and is not for circulation or other use beyond preparation of a proposal)

Prepared by:

ICEX Spain Trade & Investment E.P.E. – M.P.
Economic & Commercial Office
Spanish Embassy in Tokyo

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1. INTRODUCTION

ICEX, Spain Trade and Investment, E.P.E., M.P. (hereinafter, ICEX) represented by the Economic and Commercial Office of the Spanish Embassy in Tokyo (hereinafter, Commercial Office) invites the agencies to submit a proposal for the promotional activities of the Spanish food and Wines products in Japan for two consecutive years (2021 and 2022).

2. INFORMATION ABOUT SPANISH FOODS AND WINES IN THE JAPANESE MARKET

The presence of the Spanish agri-food products in Japan has grown remarkably. During the period 2014-2019 they increased by almost half, reaching 992 million euros in 2019 and representing 40% of total Spanish exports to Japan.

Exports of pork to Japan are continuously increasing, and in 2019 reached 510 million euros, which placed it as the most exported product from Spain to Japan. Roughly 96% of the total is frozen pork, while exports figures of cured ham remain, in comparison, at a modest scale. In 2019 Spanish exports of cure ham to Japan reached 10 million euros (only 10% of it “Ibérico”), which places Spain as the second largest exporter, behind Italy.

The Japanese market of olive oil is of outmost importance for the Spanish exporters. Japanese imports of olive oil have increased 21% over the past five years and nowadays this country is the fifth major importer worldwide. The absence of local production makes Japan totally dependent on imports, and since 2014 Spain has become the largest exporter in the three categories -olive oil, extra virgin olive oil, and others” with a market share of 56%, 63% and 46% respectively. The total Spanish exports of olive oil to Japan reached 147 million euros in 2019.

As far as wine is concerned, most worldwide wines compete for a strategic position and consumer recognition in the Japanese market. Currently, Japanese wineries are reinforcing the promotion of “national wine” in a country where the market is dominated by a limited number of large producers/importers and numerous importers of small size that constantly demand quality at low prices from foreign producers.

Spanish exports of wine to Japan reached 96 million euros in 2019. In terms of volume Spain is nowadays the 4th largest exporter, but it ranks 5th in terms of value, which could be improved if the brand image of the quality wines that are produced in Spain were enhanced.

Finally, other Spanish food products with relevant presence in the Japanese market include fish filets (36 million € exported in 2019), prepared or preserved tomatoes (22 million €) and vegetable juices (19 million €).

To promote Spanish food products, Spain participates with an official pavilion in the well-known exhibition “**Foodex**” which takes place in March. Foodex Japan is one of the biggest and most important international trade shows in the food and beverage market in Asia. It brings together around 3.000 exhibitors from about 80 countries, that attend the show every year, and attracts over 77,000 visitors from all over the world, many of whom are decision makers. The Spanish pavilion is one of the largest in the event and brought together 200 exhibitors in 2019.

Moreover, the Commercial Office usually organizes 5 or 6 **Importers trade fairs** (Business meetings, in Japanese “商談会”) in several Japanese cities, and it is also responsible for the Spain Gourmet Fair that takes place in autumn. In addition to these main activities, and according to the necessities, the Commercial Office organizes other activities such as Direct Missions from Spain, Reverse Missions to Spain, seminars, or tastings, among others.

The Spain Gourmet Fair (SGF) is a two-day trading show, that is held every autumn in an important hotel or venue in Tokyo, that gathers Spanish gourmet food and wine exporters that seek for distribution in the Japanese market. Nowadays, in its 20th year, the Trade Show is firmly established as a must attend event for Japanese buyers seeking new gourmet items from Spain.

3. OBJECTIVES

General objective:

The Commercial Office on behalf of ICEX seeks to appoint an Agency that can develop several activities in line with our overall strategy. The aim of this is to help to consolidate and continue improving the position of the Spanish foods and wines in the Japanese market. These should include initiatives aimed at trade, media, and consumers.

Specific objective:

- To encourage the promotion and diffusion of Spanish foods and wines in the media.
- To contribute to build the best Spanish foods and wines' image.
- To promote Spanish foods and wines to professionals of the international trade sector.
- To help the Commercial Office in the organization of activities and assist both local and foreign participants in the events.
- To coordinate with the Agency for SNS/Digital work, to promote the activities together.

Target Market:

- The foods and wines international trade experts: journalists, importers, buyers, retailers, restaurants, etc.
- Despite the Japanese consumer is not the direct target, the agency is expected to help approaching them through activities such as department stores fairs or articles written by the press.

The following are the **mandatory activities that have to be carried out during two consecutive years**. The budget foreseen for each of the activities must be submitted according to Annex 1 of this briefing, allowing a clear identification of in-house works of the agency, the subcontracted work, and the agency fees.

3.1 Spanish Food and Wines Business Meetings at 5 cities, and a seminar:

These are annual food and wine importers trade fairs, usually held before summer in 5 of the biggest cities in Japan (two events in the case of Tokyo as there is an additional one in autumn). On the one hand, the trade fair usually gathers together the leading Spanish wines and foods' importers in the Japanese market (the total would be around 80 in the 5 cities; most of them participating in several events) seeking for the distribution in the market. The number of visitors

in the Tokyo area is expected to be around 500 people, and the 6 editions in total could reach 2.000 visitors. On the other hand, the seminar is expected to take place in Tokyo (either spring or autumn), depending on the budgetary availability and the most suitable speaker.

The Agency's proposal for 2021 and 2022 would be at least 5 editions. and is expected to have a thorough suggestion on whether the editions should take place in the same cities as previous years or, by contrast, if there should be increased or reduce in number, or whether the selection of the cities should be changed. This information will be considered by the Commercial Office when deciding the cities in which the events will take place.

The tasks that must be carried by the agency for the organization of this activity, that accounts for the larger percentage of the total budget, is detailed in Annex 2 of this briefing.

3.2 Spain Gourmet Fair

The Agency shall perform all or some of the following tasks or at least similar duties. As highlighted before, it must specify which of the tasks will be carried out in-house, which ones subcontracted and the agency fees, according to Annex 1 :

- Coordination with the Commercial Office: event location and the activities necessary to provide support during the events (registration, exhibitors, visitors, press...).
- Search for the venue when necessary.
- The whole project completion (preparation, organization and follow up).
- Promotion of the event, invitation of guests and management of RSVP, including:
 - Inviting local food and drink importers/distributors
 - Contact target guests and elaborate the final attendee name list
 - Contact and invite local media.
 - Press releases (both before and after the event)
- Adaptation of the design and coordination of the needed materials (invitation flyers, digital catalogue, *on-site* catalogue, *roll-up* banners, signposting, projector, screen, etc.)
- Contact suppliers for the set-up of everything needed in the event.
- On-site services (set up, registration, photographs, media reception, seminar's coordination, recording of several testimonial videos...)
- Elaboration of the attendees' name list before and after the event.
- Databases updating
- Other after-event tasks (all after-event activities should be finalized no later than a month after the fair):
 - Production of a press clipping.
 - Preparation of an overall and detailed report about the activity
 - Preparation of a report on good practices
 - An Excel catalogue including all the involved companies (in Spanish) for internal purposes.

3.3 Foodex Japan

The Agency should support both ICEX and the Commercial Office in the Spanish pavilion at Foodex. The tasks involved will have to be all, or at least some, of the ones listed below. Moreover, it would have to help on similar duties related to the preparation of the pavilion,

the assistance given to both exhibitors and participants during the event, and also the monitoring activities.

- Database updating for the mailing of the Spanish pavilion (importers and other commercial operators).
- Invitations' mailing and/or postal delivery.
- Confirmation of attendance to the seminars through email or phone calls when organizing seminars.
- Exhibitors assistance prior to the event (badges management, clarifications, or setup) as well as on-site services on the set-up day (exhibitor's inquiries, etc.)
- After-event responsibilities (all these activities should be finalized no later than a month after the event takes place):
 - Production of a press clipping.
 - Preparation of an overall and detailed report about the activity.
 - Preparation of a report on good practices.

3.4. Public relations activities

In addition to the above, the Agency is expected to carry out the following activities:

- To set up a phone number exclusively for promotional activities of Spanish food and wine.
- Update the media lists to include the most relevant and updated media contacts. This list must define the media contacts to receive press releases, targeted pitches and invitations pertaining to the activities.
- Update Spanish food and wine importers list to invite them to participate in the activities.
- Identify, invite and confirm key media to attend the activities with the goal of having the attendance of sommeliers, food and beverage directors of restaurants and retail store buyers.
- To handle everyday Public Relations, such as media and importers enquiries, issuing press releases when appropriate and attend to meetings and events as required.
- To hold monthly meetings with the person in charge at the Commercial Office.
- To submit monthly reports on the state of play of every activity in English.
- To keep promotional materials and send them to importers/hotels/restaurants when necessary (max. 10 times/month). Moreover, it should report the Commercial Office at the end of the year on the inventory of these materials.
- To update and send annually a list of the main Japanese importers who are willing to receive information/offers from Spanish companies (in English). This should include a brief description about each importer and the kind of product he is interested, if necessary.
- To help the Commercial Office identifying journalists, specialist food or wine writers, importers, etc. if Reverse Missions to Spain occurs.
- To help the Commercial Office to identify importers if a Direct Mission from Spain occurs.

3.5 Social media and Website

The agency will work in close coordination with the Digital Agency of the Commercial Office for disseminating information on the activities highlighted above.

As regards the tasks, it lays within the responsibility of the Agency:

- Creating the content in relation to the celebration of the events, interviews, news, posts, photos, alerts, etc. and transfer it to the Digital agency.
- Dedicated event Web page on the foodswinesfromspain.com Website in English and in Japanese. Examples of similar ICEX event pages can be found in the following links.

[Upcoming event example 1](#)

[Upcoming event example 2](#)

On the other hand, the execution of the communication plan corresponds to the digital agency which will be responsible for:

- Generating excitement and interest prior, during and after the events, using the communication calendar and the contents transferred by the Agency.
- Publishing, monitoring, and maintaining social media networks (mainly Facebook and Twitter) prior, during and post events. This will include monitoring of the comments and interaction with users.

Note: All published content will become property of ICEX

3.6 Photography and video

The agency will be responsible for producing the events photography. In addition, solely for the event referred to in paragraph 3.3 “Foodex Japan”, the agency will be responsible of filming and producing a 3-5 minute Full HD 1920x1080 video recap of the event, to be uploaded to the Foods and Wines from Spain YouTube channel and Website

The first cut of the video should be delivered 5 days after the event for review and recommended changes. The final version should be delivered 10 days following the event.

The video should be edited utilizing the specific FWS (Food and Wines from Spain) graphic design materials created by ICEX for all video content. All texts, names and titles of persons interviewed should follow the corporate colors of FWS.

Note: All rights for the above materials will belong to ICEX.

3.7 Optional activities proposal (not mandatory)

The Agency can offer optional activities that will be considered as an improvement in the proposals. However, these activities MUST be included in the total economic offer given by the Agency for the mandatory activities previously exposed and must not, in any case, result in an increase on it.

4. DURATION OF THE ACTIVITIES AND EXTENSION OF THE AGREEMENT

The activities described above will be carried out for a period of two years, 2021 and 2022.

ICEX hereby reserves the right to extend the Agreement with the Awardee on a yearly basis (the budget will consequently be reduced by a half) and for a maximum period of six campaigns reckoned from the year in which the initial Agreement was carried out without convening a new tender. The general terms and conditions of the Bidding Specifications governing this Tender shall apply to the extension.

5. REQUIREMENTS

- ICEX and the Commercial Office wishes to find an Agency capable of implementing and managing all the Promotional Activities for 2021 and 2022 in a highly effective and efficient way by using methods to maximise the added value of every one of them.
- Candidates must demonstrate their technical expertise by presenting in a detailed dossier similar works than the ones requested on this briefing. Those works must be related to the promotion activities in the agrifood sector that have taken place during the last five years.
- The Agency selected must be extremely pro-active with a strong and established track record in the field of foods, wine, and promotion.
- We will also need to see a list of all active's client accounts and receive assurances that no present or future clients of the Agency will clash with our business and activities.
- The Agency must have other employees in addition to the ones working on this project.
- Its turnover, in the best of the three previous years, must be at least 37,500,000 yens. Thus, information on the annual accounts must be included in the offer to prove this fact.

6. AGENCY STAFFING

Experience, continuity, and loyalty are important to us. For that reason, while we recognise that changes could happen during a campaign, it would be preferable if the staff remains with the agency for the duration of the contract. Thus, any change in key employees or managers could affect the renewal of the contract in subsequent years. Moreover, the ability of communication (both written and spoken) in English or Spanish and also in Japanese is a must.

Project manager. This would be the person responsible for planning, organizing and implementation of all the activities. Should have experience on foreign products in the Japanese market and must have considerable commitment with the project and dedicate at least 40% of his/her time. His/her overall proven experience in promotional activities/public relations in the Japanese market must be at least 5 years.

Manager. At least 2 years' experience organising international and commercial promotional events with an estimated dedication to the project of at least 75%.

7. BUDGET

7.1. Budget

The budget for the 2021 and 2022 campaigns will not exceed the maximum of 50.000.000 yens (hotels or exhibition venues not included). All this charge will cover consultancy (agency) fees, in-house work, and the third-party expenses. In other words, the 50,000,000 yens represents the total maximum amount that the agency will be expected to invoice to the Commercial Office in these two years, and equally distributed. All disbursements must be invoiced to Commercial Office at cost with no commission or other extra amount being permitted to be added in the fees.

The allocated budget should be detailed as follows:

- 1.- Agency fees
- 2.- Costs of implementing the programme of Events and Activities (the Agency must separate in-house work and the third-party expenses) should be broken down and will have to contain a detailed explanation for each area of activity in the invoice.

Thereby, to be able to compare the budget of each agency, an Excel Annex is attached to this briefing, information regarding the budget should be submitted exclusively in the required format of this annex.

- Nevertheless, the breakdown of the budget can be subject to alterations at a later stage if it is specifically agreed by Commercial Office and the Agency. Once again, this must take into account that the agreed total amount indicated cannot be exceeded.
- The agency's disbursements must be charged to the Client at cost price.

7.2. Payments

The Agency will be responsible for making the payments related to the costs of the events and activities, confirmed on an event by event basis with the Commercial Office. Moreover, the Agency will classify them into the following categories when invoicing the costs to the Commercial Office:

- Logistics, transport and travels
- Locally hired staff, interpreters, lecturers or receptionists (when necessary)
- Advertising
- Mailing, printing/producing materials
- Other third-party expenses

For the Commercial Office to be able to monitor and verify the above-mentioned expenditure, the Agency will provide the Commercial Office copies of the invoices of the third parties involved.

The following amounts are indicated only for informative purpose, based on the cost incurred in previous campaigns.

Activity 1 “Wine and Food Business meetings” (aprox.11 mill yens every year) It has a high budget, and for this reason the agency can divide the total amount into two or three invoices.

Activity 2 “Spain Gourmet Fair” (aprox. 7 mill yens every year). Invoices must be exclusively related to this activity and the cost of the venue is excluded.

Activity 3 “Foodex Japan” (aprox 1,5 mill yens every year) Invoices must be exclusively related to this activity and the cost of the venue is excluded.

Activity 4. “Public Relations” (aprox. 4 mill yens every year) the Commercial Office will pay the total amount stipulated in the contract with the Public Relations Agency in equal payments that will have to be split in 24 installments between January 1st 2021 and 31th December 2022.

If an activity foreseen in the budget does not take place, it will not be paid, whereas the reduction of the dimension of the activities will imply a proportional downward adjustment of their payments.

The final calendar of payments will be established in the Contract that has to be signed with the Agency, according to the two previous paragraphs.

It is important highlighting that, as a foreign government organisation, the Commercial Office is not liable to pay consumer tax in Japan. In case the Agency has not yet done the administrative procedure to exempt the consumer tax, we recommend doing it as soon as possible.

8. METHOD OF AGENCY SELECTION

This brief is going to be sent to at least 3 agencies.

Please note that any expenditure incurred by candidate agencies in the proposals’ preparation and quotes will be at the own expense of the companies.

Only the candidates that fulfil all the requirements set out in paragraph 4 will be able to make a presentation of their offers. Presentations will take place at the Economic and Commercial Office of the Spanish Embassy in Tokyo or, if circumstances do not allow it, by videocall. For fairness and equity concerns, timings will be selected according to the names of the Agencies in alphabetical order. Thus, candidate agencies will be notified of their time slot, and the time for each one of the agencies to present themselves is one hour, including question time.

The decision will be made right after the presentations (as soon as possible), to let the agency selected begin to work promptly.

9. SELECTION CRITERIA

The selection of the winning company of this tender will be conducted by a Board, according with the internal regulations of ICEX, and following the application of objective criteria which are listed here below, based on the weighted values assigned to each of them. The different offers will be compared on equal terms.

The quality of the bids will be measured on a maximum 100 points score breakdown as follows.

*ICEX – Economic and Commercial Office, Spanish Embassy, Tokyo:
Briefing for Promotional Activities of Spanish Foods and Wines in 2021 and 2022*

EVALUATION CRITERIA	POINTS
ECONOMIC EVALUATION	35
Mathematical ratio between each agency's fee expenses and the total budget, assigning the maximum score to the one with the lowest rate and, since there, proportional scores to the rest.	35
QUALITATIVE EVALUATION	50
EVENTS MANAGEMENT AND LOGISTICS ACTION PLAN: This score refers to the content and merits of the events management and logistics plan presented by the agency. Scores will be assigned as follows:	
Presentation of a detailed timeline and plan that include all tasks related to the FOOD AND WINE BUSINESS MEETINGS. Plan should include the organization of the agency staff involved in the management and the planning and coordination of all tasks prior to and during the event. Agencies must indicate which tasks will be fulfilled by third party providers. Score will be awarded depending on the degree of efficiency to achieve the proposed objectives.	16
Presentation of a detailed timeline and plan that include all tasks related to the SPAIN GOURMET FAIR. Plan should include the organization of the agency staff involved in the management and the planning and coordination of all tasks prior to and during the event. Agencies must indicate which tasks will be fulfilled by third party providers. Score will be awarded depending on the degree of efficiency to achieve the proposed objectives.	11
Presentation of a detailed timeline and plan that include all tasks related to the FOODEX JAPAN. Plan should include the organization of the agency staff involved in the management and the planning and coordination of all tasks prior to and during the event. Agencies must indicate which tasks will be fulfilled by third party providers. Score will be awarded depending on the degree of efficiency to achieve the proposed objectives.	4
Presentation of a detailed timeline and plan that include all tasks related to the PUBLIC RELATIONS. Plan should include the organization of the agency staff involved in the management and the planning and coordination of all tasks prior to and during the event. Agencies must indicate which tasks will be fulfilled by third party providers. Score will be awarded depending on the degree of efficiency to achieve the proposed objectives.	9
Presentation of a detailed timeline and plan that include all tasks related to the OPTIONAL ACTIVITIES. Plan should include the organization of the agency staff involved in the management and the planning and coordination of all tasks prior to and during the event. Agencies must indicate which tasks will be fulfilled by third party providers. Score will be awarded depending on the degree of efficiency to achieve the proposed objectives.	10
STAFFING	15
STAFFING: This score refers to the composition, experience and skills of the members agency staff involved in the project. Scores will be assigned as follows:	
Years of experience above the minimum ones required of the Project Manager in agri-food projects like those of the objected of this competition.(1 point for each additional year up to a maximum of 5)	5
Years of experience above the minimum ones required of the Manager in agri-food projects like those of the objected of this competition (1 point for each additional year up to a maximum of 5)	5
Knowledge of Spanish (level DELE A2). 5 points (3 points for the Project Manager and 2 points for the Manager)	5

10. SCHEDULE OF SUBMISSIONS

- The agency must send its submission before **21 December 2020, at 10:00 AM** (Tokyo time) to the following email addresses: tokio@comercio.mineco.es and ckonagaya@comercio.mineco.es
- The proposals will be reviewed to determine whether they comply with the minimum requirements for technical and economic solvency. All competing agencies submitting a proposal should be aware that ICEX Legal Services will review the documentation submitted by each agency in order to ensure that they comply with the requirements of this campaign briefing.
- The agencies that have passed the minimum requirements specified in this briefing will be presented, if circumstances allow it, at the premises of the Economic and Commercial Office, Embassy of Spain in Tokyo (1-3-29, Roppongi, Minato-ku, Tokyo) on a date to be notified sufficiently in advance. If the physical presence is not viable, videoconferences will be arranged.
- The submission of the offer and participation at this briefing implies the express acceptance of all the points contained in this briefing.
- The submission of the offer will not generate any fees or reimbursement of any type of expenses. Please note that any expenditure incurred by candidate agencies in the preparation of the proposals presentation and quotes will be at the expense of those companies involved.

11. PROPOSALS

- Proposals shall be submitted either in English or Spanish.
- Proposals must contain detailed budgets for each area of activity refers to in paragraph 3.1 to 3.6. and indicate all amounts to be invoiced to the agency by third parties (approximately).
- The proposal must include the sum required by the agency as a fee (to separate in-house job and fee). This information must be presented according with the Financial proposal model attached (ANNEX 1). **The amounts expressed in the proposal must be in yens.**
- The team assigned to the project should be detailed in the proposal along with a compilation of the role of every person involved.

12. REPORTS

The agency will be required to provide monthly reports on all the activities carried out when submitting the invoice to the Commercial Office. At the end of the year, the agency will be required to deliver two copies of the final report that has to include the results of the campaign. It is important to highlight that it should be written in English.

13. OBLIGATIONS

The Agency shall be responsible for the technical quality of both the work and services it may carry out during the whole performance of this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate methods, or incorrect conclusions in the performance of the contract.

Specifically, the Agency shall be responsible for:

- Ensuring that both the development and the final result of the services/work, which it has been commissioned to carry out, comply with the quality specifications required by the Client.
- Compliance with the time-limits agreed with the Client in each case.
- A framework contract will set out the business between the company selected in the tendering process and ICEX. This contract will detail the period of appointment, copyright issues, activities to be carried out, consultancy (Agency) fees payable and payment terms and conditions amongst other things. The contract may be renewed for a maximum of four consecutive further one-year periods reckoned from the date of the initial contract.

14. INTELLECTUAL PROPERTY AND CONFIDENTIALITY

The copyright for all work created by the agency and all the information gathered by it on behalf of the client relating to this agreement letter will be assigned to the client at no extra cost upon payment of all relevant consultancy fees and expenditure herein agreed. This includes the right to use, reproduce, modify, distribute publicly and via the internet. Previous mentioned rights will be on a global basis and throughout the maximum period copyright protection, for all the file types, in any format or language and with all the effects determined by the law.

- ☐ All materials produced are the property of the client, including any intellectual property, printed materials, photography, videos, etc.
- ☐ The agency will ensure all vector files of materials produced, in any medium or format, are delivered to the client. This includes all original and edited photography, video, which the agency guarantees have been produced for the client and are not owned by third parties.
- ☐ The agency will send in real time photos and videos so that they may be used in the global accounts of the client.
- ☐ The event catalogue will follow the design specified by the client, both internally and externally, and will be produced in digital format, in line with ICEX's sustainability principles, notwithstanding that a simplified version could be printed should the client consider it necessary.

The agency shall at its own expense defend any claim or threatened claim brought by third parties against ICEX, insofar as the mentioned claim is based on the allegation that the work carried out by the agency within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes and undue appropriation of trade or industrial secrets belonging to third parties.

15. TERMINATION

The Client reserves the right to unilaterally conclude this Contract if the services are not performed in accordance with the instructions received from the Client if any of these situations occurs: if deadlines applicable to the Agency are not met or if there is any failure to fulfil the

obligations established in this Contract. Apart from that, all of the above is without prejudice to any claims for damages that might arise.

16 JURISDICTION

- Applicable legislation

Works shall be governed by the terms of the Agreement entered between the awardee Contractor Company and by the tender specifications, which shall be incorporated to the same. In case of default of the above, the Spanish legislation shall be applicable.

- Jurisdiction

The parties hereby renounce any other jurisdiction they could be entitled to and also undertake to subject themselves exclusively to the Courts and Tribunals of the city of Madrid in order to resolve any controversy that could arise through the interpretation or execution of the Agreement.

17. INFORMATION

Chieko Konagaya and Jorge Komiya of Economic and Commercial Office of Embassy of Spain in Tokyo will answer any questions you may have regarding this brief. Please e-mail ckonagaya@comercio.mineco.es and tokio@comercio.mineco.es.

European Regional Development Fund (ERDF)

The successful tenderer will be obliged to comply with the information and advertising obligations set out in Annex XII, section 2.2. of Regulation (EU) 1303/2013 of the European Parliament and of the Council of 17 December 2013, and, in particular, the following:

- a. In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Regional Development Fund.
- b. In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union and the European Regional Development Fund, including the motto "A way of making Europe".

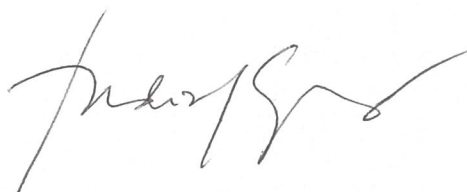
18. CLIENT ORGANIZATION

The Economic & Commercial Office of the Spanish Embassy in Tokyo is responsible for the generic promotion and support for Spanish foods and wines in Japan.

ICEX - Spain Trade and Investment, E.P.E., M.P. is based at: Paseo de la Castellana 278, 28046 - Madrid, Spain

ICEX is VAT registered in Spain, No. Q2891001F

ICEX Board of Directors
By Delegation (Resolution of 30 October 2019 BOE [Official State Gazette] of 20 November 2019),



Fernando Hernández Jiménez-Casquet
Economic and Commercial Counsellor
Economic & Commercial Office of the Spanish Embassy
Tokyo

This service/activity can be subject to European Union's financing through the European Regional Development Fund (ERDF).