



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

CIG: 9047332E8A

PRIOR INFORMATION NOTICE

Notice for companies interested in participating in the selection procedure for the provision of the service “PROMOTION OF FDI FROM THE PEOPLE’S REPUBLIC OF CHINA TO ITALY” ON BEHALF OF THE FOREIGN DIRECT INVESTMENT DESK (“FDI DESK”) OF THE ITALIAN TRADE AGENCY (“ITA”) OFFICE (ALSO KNOWN AS THE ITALIAN TRADE COMMISSION) IN BEIJING.

The Italian Trade Agency (“ITA”) is the government entity which promotes the internationalization of Italian companies according to the policies of the Italian Ministry of Foreign Affairs and International Cooperation. ITA provides support to Italian companies for their internationalization activities. ITA is headquartered in Rome and operates through a network of offices worldwide linked to Italian Embassies and Consulates, working closely with local authorities and businesses.

ITA Beijing has decided to launch a tender procedure to appoint for a period of 18 months a specialized company to provide the service of attraction of investments from the People’s Republic of China to Italy in line with the requirements of the FDI Desk of the Italian Trade Agency in Beijing.

The Awarded Service Provider will be responsible for the following tasks:

- to appoint a well-qualified manager (referred to herein as the “**Appointed FDI Desk Manager**”) who will act as an interface between ITA in Beijing and its counterparts in Italy.
- to act as a representative of ITA Beijing office and actively promote Italy as a prime business and FDI destination among local investors.
- to identify companies in priority sectors and markets through desk research, networking, and attendance at conferences and exhibitions.
- to create and update a database of potential local investors.
- to answer enquiries from potential investors by providing timely advice and effective assistance.
- to develop and update investment notes/studies and information notes, both for local and Italian operators, relating to the investment sector, including any significant opportunities and/or events of relevance for local investors in Italy.
- to develop and implement annual business plans to promote FDI from PRC to Italy.
- to plan, organize and manage initiatives (seminars, meetings, webinars, participation in trade fairs and congresses, etc.) - in PRC and/or Italy or wherever required - to promote FDI from PRC to Italy.
- to develop links and networks with business “multiplier” organizations and relevant local authorities.
- to provide support to ITA Beijing office to assist Italian companies looking for Chinese investors.



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- to keep the ITA Beijing office and the Foreign Investment Attraction Department in Rome updated, using applicable platforms and other IT tools that will be made available for this purpose, with quarterly reports on the activities carried out, and finally, with a final report at the end of the 18 months of the contract.
- to organize and support investment promotion visits in cooperation with ITA FDI department teams or partners.
- to comply with all quality procedures adopted by ITA; and
- to make available its back-office staff to cooperate with the Appointed FDI Desk Manager on an as-needed basis.

To this end, ITA Beijing intends to acquire candidacies from companies legally registered in the People's Republic of China and specialized in the field promotion of investment attraction.

The bidding base amount will be euro 100,000.00 (hundred thousand) including all taxes and duties. To this amount a success fee will be added (*bonus targets*), up to a maximum of euro 30,000.00 (thirty thousand) including all taxes and duties, subject to the achievement of Key Performance Indicators.

The offers received will be evaluated and assessed according to the criteria of the "most economic advantageous offer" ("best value"). The participation in the selection will be reserved to companies that meet the following requirements:

- be based and registered in PRC.
- have an office in Beijing.
- hold extensive experience in finance (preferably in investment banking), or management consultancy, or experience with an investment promotion agency.
- have an in-depth understanding of the industrial environment in Italy.
- register in ITA Beijing Supplier's Register and be compliant with the requirements set out in the *Rules and Regulations for Contractors and Suppliers of the Italian Trade Commission - Beijing*, published under the section "Work with us" at the following website:
<https://www.ice.it/en/index.php/markets/china/beijing>

Each bidder must indicate its **candidate** to be the **Appointed FDI Desk Manager**, who shall possess:

- a relevant degree or equivalent professional experience.
- an extensive career background in investment banking or management consultancy, or in an investment promotion agency, or in similar roles (in the private or public sector) related to strategic and operational support activities for attracting foreign investors – with a strong network in different relevant industries.
- an in-depth understanding of global FDI, as well as of the local economic and financial frameworks.
- deep knowledge of the industrial environment in Italy.
- outstanding communication skills and work ethic, with attention to detail.
- proficiency in English and Chinese (Cantonese and/or Mandarin). Advanced level in Italian will be a plus.

- good working knowledge of the most relevant databases for professionals in the field (i.e., Pitchbook, Capital IQ, FDI Markets, etc.); and
- no current affiliation, with respect to projects and/or campaigns, with any other EU governmental organizations.

Interested companies that meet the requirements at the date of this notice, should **notify their interest by email to: pechino@ice.it**.

The expression of interest should be signed by the legal representative of the company or by an attorney with signature authorization and should indicate the following information:

- name of the company and legal status.
- legal address (complete address).
- telephone, email address.
- name of the legal representative or delegate, if any.
- mail address for official communications.

The deadline for the expression of interest is **Friday 28th January 2022 at 17.00**

The tender procedure may be interrupted or cancelled at any moment and for any reason by the Italian Trade Agency at its full discretion without generating any moral or legal commitment towards the candidates including those fully meeting the requirements.

In accordance with the provisions of art. 32, paragraph 9 of Legislative Decree 50/2016, the contract with the Awarded Service Provider will be stipulated, after a period of 35 days (so-called *stand-still*).

This notice has been published in the website www.ice.it in the section "Tender Notes" at the address: <https://www.ice.it/en/markets/china/beijing>.

Requests for more information should be addressed to: pechino@ice.it

Gianpaolo Bruno
Director, ICE Beijing



