

MARKET SURVEY NOTICE

Selection of vendors to be enrolled into the Italian Trade Agency's (ITA) – Agency of New York database, specifically to the field of Social Media and Marketing firms, pursuant to art. 36, paragraph 2, lett. b) of Legislative Decree No. 50/2016. Only vendors enrolled into ITA's database will be considered for invitations to future tenders for the offering of Social Media services.

Pursuant to art. 36, paragraph 2, lett. b) of Legislative Decree 50/2016 and amendments, along with Guidelines n. 4, issued by the ANAC as per Legislative Decree 18 April 2016, n. 50, entitled "Procedures for the awarding of public contracts below the EU thresholds, market surveys and training and management of lists of economic operators" (Resolution No. 1097 of 26 October 2016), and under Legislative Decree 19 April 2017, n.56, ITA intends to initiate a procedure to identify vendors – **based in the US** – willing to enroll into ITA database for possible future business services. Those vendors must meet the requirements and professional skills, as per articles 80 and 83 of Legislative Decree 50/2016.

SCOPE OF FUTURE SERVICES:

In a near future, ITA needs to select a vendor able to provide the following services:

- Social Media Management and technical support for:
 - Facebook
 - Twitter
 - Instagram;
- Branding strategies;
- Monthly or bi-monthly meeting with the social media manager;
- Audience building;
- Original creation of content;
- Monitoring;
- Attendance of events or trade shows in New York for live posting and/or photography services (the "Services");

The services will be assigned after a "service request" letter issued by ITA Trade Commissioner.

LENGTH OF SERVICES

The duration of the service will be specified in the service request letter – 12 months is the normal length of contract.

PRESENTATION OF APPLICATIONS FOR DATABASE ENROLLMENT

This notice will be published in the ITA website for 15 days to be calculated from the day following its publication.

Each vendor that meets the requirements herein indicated and that intends to enroll into ITA database, should send ITA the following documentation:

- **IRS Form W-9;**
- **Declaration (here attached) fully completed, dated and signed by someone with contracting powers (or with POA) along with a valid ID photocopy, in compliance with:**
 - **General requirements (pursuant to Article 80 of Legislative Decree 50/2016);**
 - **Requirements for professional skills (pursuant to Article 83, paragraph 1, letter a) of Legislative Decree No. 50/2016);**
 - **Technical and professional skills (pursuant to Article 83, paragraph 1, letter c) of Legislative Decree 50/2016).**

Enrollment submission received after the above deadline will not be accepted.

A complete and timely documentation submission, satisfactory to ITA, will lead to the database enrollment. However, it does not imply the existence of a right to an automatic invitation to tenders or/and to any bid organized by ITA.

Interested vendors must send the requested documents to the ITA-New York Office (email: newyork@ice.it).

The Responsible of this Procedure is Mr. Maurizio Forte.

Signed by
Mr. Maurizio Forte
Italian Trade Commissioner
Executive Director for the USA