

(A part tender form)

AIGO Srl
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the State Department of Tourism
under the Ministry of Economy

TENDER
FOR PROCUREMENT PART 2 - IMPLEMENTATION OF INTEGRATED MARKETING
MEASURES IN ITALY

PART A. TECHNICAL INFORMATION AND SUPPLIER'S DATA

27th July 2016 No. _____

Milan (Italy)

name of the Supplier	AIGO Srl
supplier's address	20124 Milan (Italy) - piazza Caiazzo, 3
name and surname of the person, responsible for the proposal	Massimo Tocchetti, President and Legal Representative
phone No.	+39 026699271
fax No.	+39 026692648
e-mail address	marketing@aigo.it

1. We hereby certify that we agree with any and all procurement terms, established in:

- 1) announcement of the open tender, published in the manner prescribed by the Law on Public Procurement of the Republic of Lithuania;
- 2) open tender procedure conditions;
- 3) other procurement documents (clarifications and supplements).

2. In view of the Conditions of Open Procurement Procedure, we hereby present our Tender, consisting of two parts, submitted in separate envelopes. This part contains technical information as well as information of our preparation to perform the procurement contract to be concluded.

We hereby offer the following Services:

Procurement part No.	Services name
1	2
2	The services of implementation of integrated marketing measures in Italy

Procurement part 2 - IMPLEMENTATION OF INTEGRATED MARKETING MEASURES IN ITALY

Seq. No.	Services name	Quantity
1	2	3
1.	E-marketing	
1.1.	Administration and support of the existing <i>Turismo Lithuania</i> account on <i>Facebook</i> created for the Italian market and communication (writing posts) in the Italian language (paragraph 1.1 of the Technical specification)	At least 5 000 new fans
		Publication of at least 510 new posts
		Implemented advertising of at least 170 posts
1.2.	Implementation of campaigns in the existing Lithuania's account on <i>Facebook</i> (paragraph 1.2 of the Technical specification)	3 campaigns
1.3.	Implementation of an e-advertising campaign on websites (paragraph 1.3 of the Technical specification)	3 e-advertising campaigns
		Reached audience of at least 900 000 users
1.4.	Preparation of newsletters in the Italian language (paragraph 1.4 of the Technical specification)	At least 23 newsletters
2.	Advertising campaigns	
2.1.	Implementation of an advertising campaign (paragraph 2.1 of the Technical specification)	2 advertising campaigns
		Reached audience of at least 6 million users
2.2.	Implementation of an advertising project/campaign (paragraph 2.2 of the Technical specification)	3 advertising projects/campaigns
		reached audience of at least 3 million users
3.	Cooperation with the media and public relations	
3.1.	Cooperation with media representatives (paragraph 3.1 of the Technical specification)	At least 340 inquiries responded
3.2.	Preparation of press releases and their distribution (paragraph 3.2 of the Technical specification)	At least 28 press releases
3.3.	Selecting Italian media representatives and forming groups for sightseeing tours to Lithuania (paragraph 3.3 of the Technical specification)	30 media representatives
3.4.	Monitoring of articles on Lithuania published in Italian media (paragraph 3.4 of the Technical specification)	At least 11 reports
4.	Presentation of objects of cultural and natural heritage and resources of Lithuania in thematic regional and international tourism exhibitions	
4.1.	Participation in thematic and regional Italian exhibitions (paragraph 4.1 of the Technical specification)	At least 5 exhibitions
4.2.	Participation in the international <i>TTG Incontri</i> exhibition in Rimini with a display	Participation in 3

5.1.	Organization of series of events (Road Show) for promoting tourism (paragraph 5.1 of the Technical specification)	3 series of events
5.2.	Participation in events held by various cultural institutions, the Embassy of the Republic of Lithuania to Italy and tourism associations, also, in matchmaking events (paragraph 5.2 of the Technical specification)	At least 2 events
6.	Tourism market analysis	
6.1.	Preparation of tourism market analyses (in the English language) (paragraph 6.1 of the Technical specification)	2 overviews
7.	Cooperation with representatives in the tourism area (from Italy and Lithuania) introducing objects of natural and cultural heritage of Lithuania	
7.1.	Search of new contacts in the tourism area, maintenance of the existing contacts and consultations provided to them (paragraph 7.1 of the Technical specification)	110 consultations
7.2.	Selection of Italian tourism specialists for sightseeing tours in Lithuania (paragraph 7.2 of the Technical specification)	3 groups with a total of 15 representatives
7.3.	Preparation and implementation of the training programme for Italian tourism specialists (paragraph 7.3 of the Technical specification)	150 tourism specialists

4. Documents submitted together with the Tender:

No.	Title of the provided document	Comments
1.	Annex 3 / declaration on compliance with minimum qualification requirements	2 pages
2.	Oath of declaration table 1_1	1 page
3.	Free form declaration table 1_2	1 page
4.	Oath of declaration table 1_2	1 page
5.	Certificate of regular fulfillment of tax payment with apostille table 1_3	6 pages
6.	Certificate of regular fulfillment of social insurance contributions with apostille table 1_3	4 pages
7.	Annex 4 / List of contracts table 2_1/2	2 pages
8.	Statement of fulfilled contract Sultanate of Oman	1 page
9.	Statement of fulfilled contract NYC & Company	1 page
10.	List of specialists	1 page
11.	CV Paola Cerri	2 pages
12.	CV Alice Pinna	3 pages
13.	CV Monica Tagliabue	3 pages
14.	Free form declaration to ensure premises	1 page
	Technical documents	
15.	Social media campaign ppt presentation	11 pages
16.	Advertising campaign ppt presentation	26 pages

5. The following sub-suppliers will be hired for contract fulfillment*:

No.	Sub-supplier's name	Part of the services to be assumed by sub-supplier (contractual obligations shall be
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**To be completed if sub-suppliers will be hired for contract fulfillment.*

6. The following specialists will be hired for contract fulfillment*:

No.	Specialist name, surname	Part of the services to be assumed by specialist (contractual obligations shall be specified)
1.	//	//
2.	//	//
...		

**To be completed if supplier intends to hire specialists for contract fulfillment but at the time of proposal submission these specialists are not the supplier's or his sub-supplier's stuff, but in case of winning they will be employed.*

7. The Tender also contains confidential information*:

No.	Title of the provided document
1.	//
2.	//
...	

**To be completed in case of provision of confidential information. The Supplier cannot indicate that confidential information is the total price of Tender or that the entire Tender is confidential.*

The winning proposal will be announced publicly except the information and documents provided in the following table of the confidential information.

8. By submitting the Tender the Supplier agrees to the Conditions of Open Procurement Procedure and confirms that the information provided in his Tender is correct and covers everything that is needed for a proper performance of the contract.

9. The Tender is valid until the date specified in contract documents.

President



Massimo Tocchetti

Note: By completing this form the Supplier must provide all the above-requested information. If supplier crosses out any provisions in the present form, his Proposal will be rejected, the exception valid for Paragraphs 5-7. What regards Paragraphs 5-7 supplier is free either to omit them or cross them out. If supplier omits or crosses out Paragraphs 5-7, it will be considered that he will hire no sub-supplier (sub-suppliers), will hire no specialists, for contract fulfillment/provided no confidential information in the Tender.