



Date: 24/05/2022

CIG: 922414339B

COAN: U193S117D1

Det.: 1397/22 del 29/04/2022

PRIOR INFORMATION NOTICE

Notice for companies interested in participating in the selection procedure for the provision of the service “Marketing search on the Fashion sector in Mainland China and Hong Kong”

ITA - Italian Trade Agency is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. ITA is headquartered in Rome and operates through a network of offices worldwide linked to Italian Embassies and Consulates and it works closely with local authorities and businesses.

ITA operates in China through its offices in Beijing, Shanghai, Guangzhou and Hong Kong. A Desk is about to be opened in Chengdu. The Beijing Office is also in charge of Mongolia.

ITA Beijing has decided to launch a tender procedure to appoint a company specialized in marketing research and data analysis in order to provide Italian companies, active in the Fashion industry, a useful tool to understand how the Chinese market (Mainland China and Hong Kong) has changed since the outbreak of the pandemic.

The final aim consists in defining the new dynamics and trends of the market, in order for Italian companies to adjust their strategic approach accordingly.

In pursuing the objective, the marketing search must have a comprehensive approach and be structured as an in-depth study of the Fashion sector not only with regard to the final product, but also with respect to the entire production chain.

To this extent, the sectors involved are: apparel, shoes, leather goods, fashion accessories, eyewear as final products and textile and tanning industry as far as the production chain is concerned.

The bidding base amount will be **euro 90.000,00, including all taxes and duties.**

The market search will be identified by institutional logos that will be provided.

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 **Monday, 6th June 2022 at 16:00.**

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.

This notice has been published on our website in the sections "[Avvisi pubblici](#)" and "[Tender Notices](#)".

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

Gianpaolo Bruno
Director

ITA Beijing