

547259-2026 - Competition

Italy – Market research services – Procedura aperta per affidamento del servizio di ideazione sviluppo e gestione di una campagna di influencer marketing volta a creare awareness qualitativa attorno alla filiera italiana del settore orafa in Cina

OJ S 151/2026 07/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

Email: nucleo.gare@cert.ice.it

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Procedura aperta per affidamento del servizio di ideazione sviluppo e gestione di una campagna di influencer marketing volta a creare awareness qualitativa attorno alla filiera italiana del settore orafa in Cina

Description: Procedura aperta per l'affidamento del servizio di ideazione, sviluppo e gestione di una campagna di influencer marketing volta a creare awareness qualitativa attorno alla filiera italiana del settore orafa in Cina

Procedure identifier: 740db69a-bea8-4d00-bc1a-71f02adbd10c

Internal identifier: 6508888

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

2.1.3. Value

Estimated value excluding VAT: 897 800,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Direttiva 2014/24/UE e Decreto Legislativo 36/2023

Applicable cross-border law: TRATTASI DI PROCEDURA APERTA

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: 6508888 - lotto 1

Description: 6508888 - lotto 1

Internal identifier: LOTTO 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

5.1.2. Place of performance

Country: China

Additional information: Cina

5.1.3. Estimated duration

Duration: 5 Months

5.1.5. Value

Estimated value excluding VAT: 897 800,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Criteri stabiliti nel disciplinare di gara paragrafo 18.1

Category of award weight criterion: Weight (points, exact)

Award criterion number: 85

Criterion:

Type: Price

Description: offerta economica (criteri stabiliti nel disciplinare di gara)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 15

5.1.11. Procurement documents

Deadline for requesting additional information: 14/09/2026 18:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.acquistinretepa.it>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.acquistinretepa.it>

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 22/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: ANAC

Review organisation: TAR LAZIO

Information about review deadlines: contro il presente provvedimento è proponibile ricorso innanzi al TAR Lazio Sezione di Roma entro 30 giorni dalla piena conoscenza.

Organisation providing additional information about the procurement procedure: ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

Organisation providing offline access to the procurement documents: ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

Organisation providing more information on the review procedures: ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

Organisation receiving requests to participate: ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

Organisation processing tenders: ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

8. Organisations

8.1. ORG-0001

Official name: ICE - AGENZIA PER LA PROMOZIONE ALL'ESTERO E L'INTERNAZIONALIZZAZIONE DELLE IMPRESE ITALIANE

Registration number: 12020391004

Postal address: Via Liszt 21

Town: ROMA

Postcode: 00100

Country subdivision (NUTS): Roma (ITI43)

Country: Italy

Email: nucleo.gare@cert.ice.it

Telephone: +390659926493

Buyer profile: <https://www.ice.it/it>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

Organisation providing more information on the review procedures

8.1. **ORG-0002**

Official name: TAR LAZIO

Registration number: 80195990587

Department: GIUSTIZIA

Postal address: VIA FLAMINIA 714 tarm-segrprotocolloamm@ga-cert.it VIA FLAMINIA 714

Town: ROMA

Postcode: 00195

Country subdivision (NUTS): Roma (IT143)

Country: Italy

Contact point: TAR LAZIO

Email: tarm-segrprotocolloamm@ga-cert.it

Telephone: +39 06 328721

Internet address: <http://www.giustizia-amministrativa.it>

Information exchange endpoint (URL): <http://www.giustizia-amministrativa.it>

Roles of this organisation:

Review organisation

8.1. **ORG-0003**

Official name: ANAC

Registration number: 97584460584

Department: Autorità Nazionale Anticorruzione

Postal address: Via M Minghetti 10 Via M Minghetti10

Town: ROMA

Postcode: 00187

Country subdivision (NUTS): Roma (IT143)

Country: Italy

Contact point: Autorità Nazionale Anticorruzione)

Email: protocollo@pec.anticorruzione.it

Telephone: +3906367231

Internet address: <https://www.anticorruzione.it/en/home>

Information exchange endpoint (URL): <https://www.anticorruzione.it/en/home>

Roles of this organisation:

Mediation organisation

Notice information

Notice identifier/version: 59012679-c87b-43dd-8f34-0ac56079abf2 - 01

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