



UNIONE EUROPEA



POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

CUP: I59I23001370006

***PRELIMINARY MARKET CONSULTATION,
as per art. 77 of legislative decree no. 36/2023
TO PROCURE INFORMATION FOR LAUNCHING DIGITAL PROCEDURES FOR
ASSIGNING PROMOTIONAL ADVERTISING COMMUNICATION SERVICES FOR THE
INTERNATIONAL COMMUNICATION PLAN OF DESTINATION PUGLIA TO ECONOMIC
OPERATORS WITH EXCLUSIVE RIGHTS
*approved with Decision of the General Director no.76 dated 2024/03/05****

Commissioning body

AGENZIA REGIONALE DEL TURISMO – PUGLIAPROMOZIONE

Registered office – Piazza Aldo Moro 33/A Bari

Directorate General – Lungomare Starita n. 4 at Fiera del Levante – Pav. 172 Bari

Certified e-mail: comunicazionepp@pec.it

The preliminary market consultation is published on the institutional website, on the page:
www.agenziapugliapromozione.it/portal/bandi-di-gara-e-contratti
and on the Official Journal of Regione Puglia

The preliminary market consultation is managed through the certified digital platform Em.PULIA, which can be consulted at <http://www.empulia.it/tno-a/empulia/SitePages/Home.aspx> which is to be accessed to participate as economic operator interested in applying.

**THE DIRECTOR GENERAL
HEREBY ANNOUNCES**

That the Regional Tourism Agency Pugliapromozione intends to launch a preliminary market consultation as per art. 77 of Legislative Decree no. 36/2023 for the acquisition of information useful for managing a negotiated procedure without publication of a contract notice as per art. 76 (2b), no. 3 of Legislative decree no. 36/2023, to economic operators with exclusive rights in the sector of promotional advertising communication services for the International communication Plan of the destination Puglia.

It is pointed out that the economic operators admitted to apply (manifestations of interest) must have exclusive rights on the advertising spaces. This may include, but is not limited to: the publisher, the exclusive dealer and the owner of the event. Intermediaries are not allowed to present proposals (e.g.: media centres and communication agencies).



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Admitted operators **must also guarantee international distribution and circulation of agreed services.**

Promotional advertising communication means:

- OFFLINE communication services and/or spaces;
- ON LINE communication services and/or spaces;
- OUT OF HOME services and/or spaces;

Participating in this preliminary market consultation must be called **International Communication plan of destination Puglia** as laid down in the Brief **INTERNATIONAL COMMUNICATION OF DESTINATION PUGLIA FOR THE 2024 SEASON "PUGLIA, UNEXPECTED ITALY"** annexed as an integral and substantial part of this notice

1. FINANCIAL ENVELOPE OF THE INTERNATIONAL COMMUNICATION PLAN

The **financial envelope** for producing the international communication Plan of destination Puglia in the year 2024, amounts to **€1,826,312.00**, to be made on the basis of the "brief" specifications indicated above. A.RE.T. reserves the right to assign through certified platform in respect of the procedures envisaged by Legislative Decree no. 36/2023, in consideration of the resources available and of the strategic direction.

2. VALIDITY OF THE PRELIMINARY MARKET CONSULTATION

A.RE.T. reserves the right to draw from the results (operators of exclusive rights in the advertising promotion sector who apply) of this market consultation for the assignments that it deems opportune to make in the year 2024 in implementation of the indicated Plan. Without prejudice to what is indicated at point 7 below.

A.RE.T. is entitled to revoke, modify or extend this market consultation, in agreement with the Tourism and Internationalisation Section of Regione Puglia, even before the financial envelope is exhausted.

3. TERMS AND MANNER OF PRESENTING THE APPLICATION

Economic operators interested are invited to send their application, directly on the Em.PULIA platform by filling in a google-form accompanied **compulsorily** by:

1. Chamber of Commerce Certificate of incorporation updated to 2024;
2. Company curriculum/company profile;
3. Technical data sheet on: number of readers/users/spectators, circulation, territorial coverage and any other data useful to understand the value and dimension of the media;
4. Examples of spaces and services available for the promotional advertising;
5. Price list;
6. Statement of exclusivity for the management of the advertising spaces, signed by the Legal Representative or their delegate;



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The application (manifestation of interest) may be sent from 07.03.2024 until 15.04.2024, on the platform Em.PULIA.

Application to participate in this preliminary market consultation may be made by all subjects under art. 65 of Legislative Decree no. 36/2023 registered on the e-procurement platforms Em.PULIA or on Me.P.A. CONSIP.

Subjects interested in participating in this consultation must not find themselves in any of the situations of exclusion envisaged by arts. 94, 95 and foll. of Legislative Decree no. 36/2023.

4. MANNER AND TIMING OF THE ASSIGNMENT PROCEDURE

On conclusion of the preliminary market consultation procedure, A.RE.T. will proceed with direct negotiations on certified digital platforms (e-procurement).

The assignment procedure comes within Part IV – “of the procedures for choosing the contracting party” (art. 76 (2b) nos.1-3 of Legislative Decree no. 36/2023).

The digital procedure, for assignment, envisages the following stages:

- Uploading by A.RE.T. (commissioning body) of the letter of invitation (service request) aimed at applicant operators and other administrative documents useful to assess general requirements and professional suitability, financial and technical capacity of the operator and manner of execution of the service;
- The operator (applicant) fills in the economic offer on the “economic offer” form provided on the platform and other documents requested by the commissioning body;
- Assessment of the offer, assigned to the RUP (Project Manager) with the support of the Communication Office Manager;
- Final award by sending a communication to the supplier and necessarily with the adoption of the provision of approval of the assignment by the Director General;
- Uploading and sending the contract. The acquisition of the CIG (contract reference number) is assigned by the platform during the process of performing the digital procedure.

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5. DISCLOSURE ON THE LAW ON PERSONAL DATA PROTECTION

On the basis of arts. 13 and 14 of the G.D.P.R. - General data protection Regulation (EU) 2016/679, the personal data will be processed by A.RE.T., in its capacity of data controller, for the purposes of managing the assignment, applying contractual and pre-contractual measures, as well as for fulfilling the legal obligations regulated by Legislative Decree no. 36/2023.

6. FOR INFORMATION AND COMMUNICATIONS

RUP (Project Manager)

Olga Buono, OP official of A.Re.T., e-mail: o.buono@aret.regione.puglia.it



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Communication Office Manager

Alessandra Campanile OP official of A.Re.T., e-mail: a.campanile@aret.regione.puglia.it

7. SAFEGUARD CLAUSE

Participation in this Preliminary market consultation does not give rise to any contractual and negotiation rights to the subjects registering an interest (applicants), nor does it constitute an invitation to present an offer nor does it in any way commit A.Re.T. Pugliapromozione in regard of the economic operators interested.

Bari, 05.03.2024

THE GENERAL DIRECTOR
Luca Scandale