



UNIONE EUROPEA



PROMOZIONE
Agenzia Regionale del Turismo

POC PUGLIA 2014/2020 | ASSE VI - AZIONE 6.8

**SUBJECT: POC PUGLIA ERDF – ESF 2014-2020 AXIS VI “PROTECTING THE ENVIRONMENT AND PROMOTING NATURAL AND CULTURAL RESOURCES” ACTION 6.8 “INTERVENTIONS FOR COMPETITIVE REPOSITIONING OF TOURIST DESTINATIONS” – IMPLEMENTATION OF THE PROJECT “PROMOTION OF DESTINATION PUGLIA” – INTERVENTION “PROMOTION INITIATIVES, FAIRS AND EVENTS”. EXCLUSIVE ASSIGNMENT UNDER ART. 76 (2) LETTER B) OF LEGISLATIVE DECREE NO. 36/2023, FOR THE ACQUISITION OF COMMUNICATION AND PROMOTION SERVICES OF THE PUGLIA BRAND AND PARTICIPATION IN THE INTERNATIONAL EVENT ILTM LATAM 2023 – SAN PAOLO, BRASILE, May 6-10 2024.
CUP I59I23001360006**

TL PORTFOLIO LLC
200 SE 15rd 11C
33129 MIAMI
FLORIDA (USA)
VAT number 47 4492262

LETTER OF INVITATION – REQUEST FOR SERVICES

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ART. 1 – 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: promozioneep@pec.it

Electronic access to information: <http://www.aret.regione.puglia.it> Calls and Contracts section

Project Manager

Ms. Carmela Antonino: c.antonino@aret.regione.puglia.it

Implementation Manager

Mr. Alfredo de Liguori: a.deliguori@aret.regione.puglia.it

ART. 2. - PROCEDURE

2.1. Procedure

Direct award under art. 76 (2) letter b) of Legislative Decree no. 36/2023.

The offer must be presented **by May 2th 2024** from when this letter of invitation is sent under art. 92 (1) of Legislative Decree no. 36/2023.

The type of service does not entail risk of interference, therefore no costs for security are envisaged.

Service



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CPV Code: 79952000-2

NUTS Code: ITF4

ART. 3 – _CONTEXT, SCOPE OF THE SERVICE, SOURCE OF FINANCES

3.1. Motivation of the choice

The project “Promotion of destination Puglia” envisages actions promoting business to business actions that include the participation in and the organisation of specialised trade fairs, workshops and business to business meeting events that represent a working instrument to bring together demand and supply in the tourism sector. Tourism is undergoing a phase of enormous change. Today, more than ever, it is important to create or strengthen relations and update our own knowledge. Therefore, in order to effectively support Apulian operators in their evolution, Pugliapromozione intends to provide continuity to the activities of promotion of the destination Puglia, by participating in events in Italy and abroad. Specialised workshops are particularly significant events within the business-to-business promotion activity of the ARET Pugliapromozione and are organised in collaboration with individual enterprises or associated ones, through b2b meetings between international sellers and buyers, with schedules of appointments organised exclusively by sector specialists. The presence of the ARET, in its capacity of destination partner to the b2b workshops, is necessary not only to construct a contacts database, but also for a wider activity of public relations for positioning the brand Puglia as well as the hospitality and tourist reception sector.

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Pugliapromozione, therefore, intends to participate in the international tourism promotion event ILTM LATAM 2023 – SAN PAOLO, BRASILE, May 6-10 2024. Participation in the event will include the activity of business to business communication to assert the brand Puglia on the international market and guarantee the achievement of the objectives of the Strategic Plan of Tourism.

ILTM LATAM is the most important international event in Latin America in the high-end intermediate tourism sector. This year the event will take place in person and based on the experience of the last edition, participation will include business to business communication activities to establish the Puglia brand on the international luxury travel market and ensure the achievement of the Plan's objectives Tourism Strategy.

ILTM LATAM is now a consolidated event in the international calendar of sector workshops, an event dedicated to promoting the excellence of international hospitality towards the most important intermediaries in the world of tailor-made tourism with particular reference to the rapidly growing South American market towards Puglia. Participation in ILTM LATAM occurs through the acquisition of a branded workstation and an agenda of appointments to meet the best travel designers and travel consultants, mainly coming from South and Central American countries as well as hoteliers and suppliers of quality tourist services from Worldwide. It is something that for 4 days of work brings together, in the splendid setting of the Ibirapuera park in Sao Paulo, over 200 top qualified buyers in the Luxury sector



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Through targeted meetings between buyers and sellers, participants can learn about and explore each other's job opportunities both during pre-arranged fifteen-minute appointments, scheduled in an agenda organized and prepared by the organizers, and through post-meeting networking events.

TL PORTFOLIO, is a leading company in the tourism sector, launched in 2012 by Tina Lyra, TL Portfolio is a full-service event organization company that exclusively represents the sales and marketing, public relations and branding needs of some of the experiences of travel and the most exclusive destinations in the world to the markets of North and South America to encourage intermediation between supply and demand of the luxury segment around the world, with particular reference to the experiential travel sector, intercepting structures that comply with sustainability requirements environmental. TL PORTFOLIO exclusively organizes and manages the spaces inside and outside the ILTM LATAM trade fair event.

Through focused meetings between buyers and sellers, the participants can learn and investigate further the reciprocal job opportunities either during the scheduled fifteen-minute appointments, established by an agenda organised and prepared by the organisers, or through post-meeting networking events.

The organiser of the company **TL PORTFOLIO LLC** of Jennifer C Lyra (con sede a 200 SE 15th RD, 11C MIAMI, FLORIDA 33129 USA, mail: tina@TLPortfolio.com) has demonstrated excellent competence in managing similar events. Their experience in coordinating meetings between domestic and foreign operators has contributed to creating strategic connections between key players in the tourism sector. Their thorough knowledge of the market forces gives us the certainty of a carefully planned and successful event.

Over the years, the company has consolidated a broad network of international contacts in the sector of luxury Travel. This is essential to guarantee the participation of important foreign operators, facilitating collaboration and information exchange. Their capacity for attracting attention and participation from key operators makes our enrolment in the event a privileged meeting point for promoting Apulian tourism at an international level.

Assigning the task to the organiser of **ILTM LATAM 2023 – SAN PAOLO, BRASILE, May 6-10 2024** represents a strategic choice to guarantee maximum visibility, qualified participation and the overall success of the event.

Pugliapromozione intends to continue to take part in this big event every year, given the presence of important foreign operators and the participation of key operators, which makes our enrolment in the event a privileged meeting point for promoting Apulian tourism at an international level.

3.2. Object of the requested service

The services requested by the assignment concerning the participation of Pugliapromozione in the event **ILTM LATAM 2023 – SAN PAOLO, BRASILE, May 6-10 2024** are the following:



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- Exclusive stand at ILTM America Latina with an agenda of 20 personalized appointments per day and two badges to access the event.
- Branding of the TL Picnic area as main partner
- Two days of Puglia brand exposure through the conveyance of destination logos and distribution of dedicated information material positioning of logos on tables, backdrops, staff uniforms.
- TL Talk, Opportunity to make a technical presentation of the destination to a selected panel of journalists and travel designers and develop menus

TL Portfolio will be responsible for:

- Booking and management of all spaces at ILTM LATM events
- Planning, production and execution of the TL PICNIC event branded Puglia
- Database coordination for invitations
- Creation of all communications regarding Puglia's participation in the event
- Press office.
- Negotiate and engage third party vendors as needed.
- Follow-up after the event with all participants to share information materials on the Puglia destination
- Report with the complete mailing list of all participants, social media statistics and monitoring of media exposure

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At the end of the service, a final report with photographs regarding the services rendered must be presented.

In order to provide this service, it is proposed to proceed with an exclusive assignment to the company **TL PORTFOLIO LLC** for its previously specified suitable characteristics for executing the services.

3.3. Source of Finances

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ART. 4. - CONSIDERATION FOR THE SERVICE, DURATION, CONTRACTUAL MODIFICATION

4.1. Consideration for the Service

The overall estimated amount of the procedure and possibly subject to discounting amounts to \$ **110.000,00 (VAT not due)**.



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In the event of extra services, they may be requested by the principal as laid down by art. 120 (9) of Legislative Decree no. 36/2023.

The e-invoice will be paid within 60 days of its emission. The invoice may only be emitted on issuance of the conformity control certificate by the Project Manager (RUP) who authorises the emission/payment of the invoice.

As laid down by and by effect of the provisions laid down by art. 3 of law no. 136/2010, and for the purposes of the immediate traceability of payments, the payment of the services will be made by the A.Re.T. with payment of the consideration on a dedicated account, even non exclusive, to the object of this procedure that must be appropriately communicated to the A.Re.T.

4.2. Duration

The contract must be concluded no later than XXXXX, including the reporting operations by the supplier and approval of the output by the principal.

ART. 5. – REQUIREMENTS FOR PARTICIPATION, DOCUMENTATION REQUIRED

5.1. Requirements for participation

The operator is obliged to certify the absence of motives for exclusion under art. 94 and foll. of Legislative Decree 36/2023 and the possession of the requirements laid down by art. 99 of the same decree, by filling in the ESPD which contains self-declarations complying with the provisions of the Consolidating Law of legislative and regulatory provisions regarding administrative documentation (Presidential Decree no. 445/2000).

5.2. Documentation required for participation

The operator is obliged to return the following documentation, unless previously provided:

1. **Letter of invitation** signed with digital signature by the legal representative of the company;
2. **Services and economic offer**;
3. **Declaration ex art. 94-95-96**;
- 4 **Self-Certification - Financial Flows Traceability**;
- 5 **Environmental compatibility**;
6. **Self-declaration affidavit** ;
7. **Passport of the legal representative**;
- 8 **Affirmation of certification for foreign companies_antimafia**;

5.3. Procedure for remedying deficiencies, Pooling, Subcontracting

5.3.1. Procedure for remedying deficiencies

The lack of any formal element of the application, and particularly, the absence, the incompleteness and any other irregularity of the essential elements and of the ESPD, with the exclusion of those concerning the economic offer (in the case of this procedure), may be remedied through the procedure for



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remedying deficiencies laid down in art. 101 (1), of Legislative Decree no. 36/2023, within a maximum term of 5 days starting from the request sent by the commissioning body to the participant.

The material irregularity can be remedied as long as it is not accompanied by a substantial insufficiency of the requirement which the omitted or irregularly exhibited documentation was aimed to demonstrate.

5.3.2. Pooling

On the basis of the type of assignment, the economic operator must fulfil the requirements necessary for performing the activity on its own behalf.

5.3.4. Subcontracting

On the basis of the type of assignment, the economic operator must fulfil the requirements necessary for performing the activity on its own behalf.

ART. 6 - METHOD OF COMPLETING THE PROCEDURE AND OF AWARDING IT

The commissioning body reserves the right not to proceed with assigning the service for impending reasons of public interest, without the participant being entitled to make any claims in this regard.

On the basis of what is established by Legislative Decree 36/2023, at art. 17 (2), the direct award will be completed by means of a resolution to contract, containing, in simplified form, the object of the assignment, the amount, the supplier, the reasons for choosing that supplier, their possession of the general requirements, as well as their possession of the technical-professional requirements.

ART. 7 - STIPULATING THE CONTRACT

The stipulation of the contract is reliant on the positive outcome of the controls envisaged by art. 94 and 95 and foll. and 99 of Legislative Decree no. 36/2023.

The stipulation occurs under art. 55 (2) letter b) of Legislative Decree no. 32/2023, without the thirty-day obligation envisaged by the first paragraph.

Under art. 117 (14) of Legislative Decree no. 36/2023 the Supplier is not obliged to provide the final guarantee to execute the contract, as it is an assignment to an operator of proven strength and with a high-performing and competitive execution, considering the short duration of the contract (expiry 31.03.2024) and the termination reasons available to the A.Re.T. under art. 122 of Legislative Decree no. 36/2023.

The contract is subject to the obligations related to traceability of financial flows as laid down in law of 13th August 2010, no. 136.

It is pointed out that after signing the contract, the subject awarded the contract is entitled to request an advance of 20% of the consideration by presenting a bank guarantee or insurance policy issued by a financial broker to the A.Re.T. Pugliapromozione for an amount equal to the requested advance.

Art. 8 - _ CONFIDENTIALITY AND COMMUNICATION OF PERSONAL DATA

As laid down by the data protection code (Regulation (EU) 2016/679), it is hereby acknowledged that the Data Controller of the data issued for participating in this procedure is A.Re.T. Pugliapromozione in the person of the general director Luca Scandale. The personal data acquired will be used for the activities connected to participation in this procedure, in respect of the legal obligations and executing the contractual or precontractual measures.

Particularly, for the purposes of performing the selection procedures, the data transmitted (including any data related to criminal convictions or crimes) will be subject to examination of the project manager



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and of the person responsible for executing the contract, so that the admissibility of the offer presented and the requirements for participation can be assessed. At the end of the procedure the data will be stored in the records of the Commissioning Body (according to the specific sectoral rules regulating the storage of administrative documents) and access will be granted in accordance with the provisions in force therein. Without prejudice to respecting the rules on the right to access, the personal data will not be communicated to third parties, except on the basis of a legal obligation or in relation to checking the truthfulness of what has been declared to participate in this direct negotiation. For further information on data processing you are referred to the specific annexed disclosure, drawn up in conformity with art. 13 of Regulation (EU) 2016/679.

The operator is obliged to ensure the confidentiality of the information, of the documents and of the administrative deeds, which it may become aware of during participation in the procedure and subsequently, while executing any services, undertaking to rigorously respect all the rules related to application of Regulation EU 2016/679 of the European Parliament and Council and the provisions of Legislative Decree 196/2003 which may be applicable.

ART. 9 - ACCESS TO DOCUMENTS

As laid down by art. 35 of Legislative Decree 36/2023 and of art. 22 of Law no. 241/1990, the participants may exercise the right to access tender documents.

ART. 10 - RESOLVING DISPUTES

The Judicial Body with jurisdiction in relation to review procedures against this competitive procedure, from when it is called to when it is assigned, is the Regional Administrative Court for Puglia, Bari section.

Bari, May 10th 2024

THE GENERAL DIRECTOR
Mr. Luca Scandale