



UNIONE EUROPEA



REGIONE PUGLIA



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 DO NOT DISTURB (FASANO, 11-15 NOVEMBER 2024).

CUP I59I23001360006

PURE Life Shows Ltd

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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.regionepuglia.it> Calls and Contracts section

Project Manager

Ms. Carmela Antonino: c.antonino@aret.regionepuglia.it

Implementation Manager

Mr. Alfredo de Liguori: a.deliguori@aret.regionepuglia.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 November 12, 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



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 **DO NOT DISTURB (FASANO, 11-15 November 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.

A.Re.T. Pugliapromozione, as part of the “Promotion of the Puglia destination” project, intends to participate in the “**DO NOT DISTURB**” international event dedicated to the intermediation of exclusive tourism.

Do Not Disturb is dedicated to private travel experiences and single key / exclusive use properties around the world, with exhibitors that include private aviation, villas, yachts, islands, estates, residences and specialist DMC's. The show is taking place from 11-15 November 2024. After 2 highly successful editions in Puglia, Do Not Disturb is positioned as the world's most exclusive travel trade fair, dedicated to a shift in luxury travel to travel experiences offering more space, seclusion and sustainability.

The first physical edition of DND took place in November 2022 with 250 participants from around the world. Following the incredible success of the first two editions, the 2024 event will see growth to 380 participants.

The event will involve the world's leading travel designers, the most prestigious properties, internationally renowned experts and journalists from the most important luxury tourism magazines for 4 days. Do Not Disturb is an event that can only be attended by invitation after a careful selection



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process open exclusively to top figures from the best companies in the sector. Those who participate in the event are a real community, whose guiding principles are the ability to create tailor-made adventures in destinations that inspire travellers, with the aim of safeguarding the planet and local communities. Puglia is a region that is increasingly successful in the luxury sector thanks to the growing quality of its accommodation and services.

The event program includes:

- BUSINESS ACTIVITIES: 20-minute fixed appointments with travel designers and leading media in the private travel sector, world-famous press operators;
- NETWORKING ACTIVITIES: collateral and team building activities with buyers that allow you to maintain business relationships and deepen your knowledge of new products;
- EXHIBITION ACTIVITIES: attendance at the event guarantees positioning among DND's leading exhibitors, the opportunity to interact with top buyers in the sector and to position yourself as a leading destination in high-end experiential travel;
- INSPIRATION: training panels to discuss new models and the latest trends, through peer-to-peer meetings, direct comparison with professionals in the sector, one-to-one interviews, discussion panels and workshops.

PURE Life Shows Ltd is a leading company in the organization of networking and business events to promote the intermediation between supply and demand of the luxury segment around the world with particular reference to the experiential travel sector in full compliance with environmental sustainability.

The company has a consolidated and recognised reputation in the field of business to business event organisation in the luxury tourism sector. The event that they manage is acknowledged as being one of the most important of its kind in Italy, a landmark for the meeting of domestic and foreign operators of the tourism sector. Entrusting them with organising our participation along with the sector of Apulian enterprises means using their consolidated experience to guarantee an opportunity for high-level networking, which is crucial for promoting the luxury Italian tourism in an international context.

Pure Life Shows Ltd 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 luxury 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 the luxury tourism sector. 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 **Pure Life Shows Ltd** represents a strategic choice to guarantee maximum visibility, qualified participation and the overall success of the event.



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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 **DO NOT DISTURB FASANO, 11-15 November 2024** are the following:

- The official logo will be positioned as “Headline Partner” on the DND website, marketing materials (throughout 2024) and prominently on site.
- A prominent lounge space for Puglia with 5 badges for Pugliapromozione delegates
- Full dedicated advertising page to be published on the event programme;
- Presence of the Puglia logo on the webpage dedicated to partners;
- Presence of the Puglia logo on the event signage;
- 1 set of appointments (up to 20 appointments in 3 days of the event);
- Participation in conferences, networking lunches and all events;
- 2 additional badges; 2 delegate badges

The costs relating to safety and the protection of the safety of the people present at the event are the sole responsibility of the organizer.

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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 **Pure Life Shows Ltd** 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



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The overall estimated amount of the procedure and possibly subject to discounting amounts to € **135.000,00**.

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 December 31, 2024, 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. **Company Declaration of Exclusivity**;
4. **Self-Certification - Financial Flows Traceability**;
5. **Self-Declaration Environmental Compliance**;
6. **Self-declaration affidavit**;
7. **Identity card and tax code of the legal representative**;
8. **Affirmation of certification for foreign companies_antimafia**;
9. **Patto d'integrità**

5.3. Procedure for remedying deficiencies, Pooling, Subcontracting

5.3.1. Procedure for remedying deficiencies



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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 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.

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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



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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 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, November 11, 2024

THE GENERAL DIRECTOR
Mr. Luca Scandale