



**SUBJECT: ACCORDO DI COESIONE CIPES RESOLUTION N.6/2025. P.O.C. PUGLIA 2021-2027 THEMATIC AREA 03 BUSINESS COMPETITIVENESS. INTERVENTION LINE 03.02 TOURISM AND HOSPITALITY. INTERVENTION "COMPETITIVE REPOSITIONING AND PROMOTION OF TOURIST DESTINATIONS. STRATEGIC TOURISM PLAN "PUGLIA3X6X5 2025-2030" (DGR N. 1083 OF 29/07/2025). PROJECT "EXCERPT FROM THE TRADE FAIR PLAN (SEPTEMBER-NOVEMBER 2025)".**

**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 PURE LIFE EXPERIENCES OF MARRAKECH (MAROCCO, 8-11 SEPTEMBER 2025).**

**CUP I48J25000100005**

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1

## **LETTER OF INVITATION – REQUEST FOR SERVICES**

### **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](mailto:promozioneep@pec.it)

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

#### **Project Manager**

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#### **Implementation Manager**

Mr. Alfredo de Liguori: [a.deliguori@aret.regione.puglia.it](mailto: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 September 6, 2025** 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 “**excerpt from the trade fair plan (September-November 2025)**” 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. 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.

Puglia is a region enjoying increasing success in the luxury sector thanks to the growing quality of its accommodations and services. Therefore, to confirm our participation in one of the international events considered strategic for business-to-business promotion, this year we have once again chosen to accept the proposal submitted by PURE Life Shows Ltd, the sole exclusive organizer.

2

The organizers proposed that Pugliapromozione participate as an exhibitor in the area dedicated to tourist destinations, customize the space, and reserve an area for Apulian businesses (accommodation facilities and tour operators) carefully selected by the organizers and meeting the stringent requirements set forth in the PURE event regulations. To this end, a selection process for operators was initiated via the DMS platform, specifying the requirements of the PURE Life Shows Ltd team: medium-to-high-end facilities that guarantee services reserved for high-end customers (with high spending power) and that are characterized by uniqueness, authenticity, environmental sustainability, authenticity, and quality of service.

A.RE.T. participated in PURE for the first time in 2018 as a destination partner: for over 10 years, the event has involved the world's leading travel designers, the most prestigious properties, internationally renowned experts and journalists from the most important publications in the most exclusive travel industry for 4 days.

Pugliapromozione, therefore, intends to participate in the international tourism promotion event **PURE LIFE EXPERIENCES DI MARRAKECH (MAROCCO, 8-11 SETTEMBRE 2023)**. 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, intends to participate in the “PURE Life Experiences” event, to present Puglia and its sector of high-end companies in the context of PURE, an event where travel designers, travel advisors and international hospitality structures that seek new travel and hospitality experiences meet. 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 offer presented by PURE Life Shows Ltd** represents a strategic investment of **€90.000,00** to position the Puglia brand at the world's leading luxury experiential tourism event. Analysis of the market and twenty other similar events demonstrates that the investment is appropriate and justified, given the highly profiled target audience, the integrated nature of the marketing activities, and the potential return on investment (ROI) in terms of reputation, qualified business contacts, and future high-value tourism revenue. The proposed approach goes beyond mere trade show attendance, creating a memorable experience that strengthens the Puglia brand identity. PURE Life Shows Ltd's offer is not a simple expense, but a targeted investment to consolidate Puglia's positioning as a top-tier destination in the global luxury experiential tourism market. The unique combination of immersive activation, tangible commercial opportunities, and multi-channel visibility fully justifies the cost, laying the foundation for significant medium- to long-term financial and image returns.

The appropriateness of the offering is justified by the following strategic points:

- **High-Profile Target:** PURE Life Experiences targets a niche audience, composed of the most influential buyers, luxury travel consultants, and international media. Reaching this target with traditional campaigns would require much higher and more dispersed investments. Here, the contact is direct and qualified.
- **Integrated and Multi-Channel Marketing:** The investment is not limited to the physical space. It includes:
  - ✓ **Print Advertising:** A full-page ad on "The List"
  - ✓ **Digital Visibility:** Logo on the website and mention on PURE's Instagram story.
  - ✓ **Structured Networking:** Access to lunches, parties, and the PURE Awards, ideal environments for building valuable relationships.
  - ✓ **Physical Presence:** Activation and the group stand. This holistic approach ensures maximum visibility before, during, and after the event.
- **Added Economic Value:** The offering includes elements with a specific market value that, effectively, reduce the net cost of investment.

**Pure Life Shows Ltd** is part of the This is Beyond Ltd group and 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. Pugliapromozione has participated since 2018 as a destination partner in the Pure Life Experiences event in Marrakech.

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, **Pure Life Shows Ltd** 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.

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 **EVENT PURE LIFE EXPERIENCES OF MARRAKECH (MAROCCO, 8-11 SETTEMBRE 2023)** are the following:

The project includes the following communication and exhibition services, one dedicated to the press and tour operators, and the other dedicated to Apulian companies:

1) A branding area set up at the Palais des Congres for the three-day PURE Life Experiences 2025 event, dedicated to the press. Inspired by Puglia's natural beauty, the aim is to differentiate the region by celebrating Puglia with an experiential space where guests can immerse themselves in a traditional Apulian art form by painting their own ceramic tile. Delegates can take this creation home as a souvenir.

2) Branded area set up for Apulian companies at the Palais des Congres for three days, consisting of:

- ✓ Package with a 40-square-meter stand and six appointment diaries for the six exhibitors: Indigenus Experience; Southern Visions Travel; Palazzo Ducale Venturi; La Peschiera Hotel; Masseria Borgo Rittella; Masseria Torre Coccaro.

The company package includes:

- 40-square-meter space in a purpose-built shell shared by Pugliapromozione exhibiting companies; Registration for one delegate;
- One series of appointments (up to 42 appointments in three days);
- Access to our collaborative training unconference and networking events;
- Access to the PURE Awards.



✓ Additional items:

- 1 delegate badge;
- Full-page ad in the event catalog;
- Branding on the partner page on the PURE website;
- Branding on the partner page listing (our in-show directory) and on partner signage;
- The cost to produce and install banner graphics for the Beyond Exhibit booth;
- The cost to install the following furniture from Beyond Exhibit: 2 storage units, 1 high table, 2 high chairs;
- Dedicated full-page ad to appear in the event program;
- The Puglia logo on the PURE partner webpage;
- The Puglia logo on event signage;
- Dedicated posts on the event's social media profiles announcing the partnership with Pugliapromozione.

**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.**

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**

The overall estimated amount of the procedure and possibly subject to discounting amounts to € **90.000,00**.

**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, 2025, 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**;

6

#### **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 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 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, September 4, 2025

**THE GENERAL DIRECTOR**  
Mr. Luca Scandale