



Rome and Madrid, 03/15/2017

**CALL FOR TENDERS  
TO SELECT ONE OR TWO IMPLEMENTING BODIES (AGENCIES)**

**Promotional campaign for high quality European extra virgin olive oil targeting  
USA and Japan.**

*CEQ Italia* is in charge of coordinating a promotional campaign for extra virgin olive oil in the USA and Japan, which was recently approved and funded by the European Union, under Reg. UE 1144/2014, Reg. UE 2015/1829 and Reg. UE 2015/1831.

The promotion campaign will be implemented over the next three years by *QvExtra!* and *CEQ Italia* which are, respectively, a Spanish and an Italian olive oil producers' association.

The promotional campaign aims to foster market penetration of European Extra Virgin olive oils in both target countries.

The proposal shall consist of a well-structured, coherent marketing campaign including communication and training activities tailored to one or each of the countries indicated, according to the brief attached hereto.

On the basis of the proposed spending plan (Annex I - USA and Annex II - Japan), you are therefore requested to formulate the best technical and organizational application and economic offer abiding by the aims indicated in the briefs, for one or each of the countries.

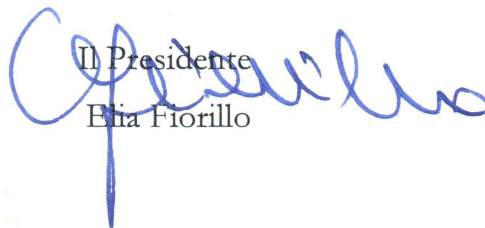
The proposals should be sent to the following email address no later than **03/30/2017**: [relazioni.esterne@ceqitalia.com](mailto:relazioni.esterne@ceqitalia.com).

As soon as we receive the proposal, we will send you an email to confirm receipt.

For any further information or clarification, please do not hesitate to contact: [relazioni.esterne@ceqitalia.com](mailto:relazioni.esterne@ceqitalia.com), addressing your queries to the selection panel.

Looking forward to hearing from you.  
Yours sincerely,

Signature - The Ceq Italia President

  
Il Presidente  
Elia Fiorillo

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