



Rome and Madrid, 04/24/2018

**CALL FOR TENDERS
TO SELECT THE IMPLEMENTING BODY FOR THE US MARKET**

Promotional campaign for high quality European extra virgin olive oil

CEQ Italia is in charge of coordinating a three year promotional campaign for extra virgin olive oil in the US and Japan. The campaign, started on 1st January 2017 was approved and funded by the European Union, under Reg. UE 1144/2014, Reg. UE 2015/1829 and Reg. UE 2015/1831.

The first year of the campaign has been already implemented.

The promotion campaigns carried out 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 strategy including communication and training activities tailored to the Us market for the second and third year of the promotional campaign, according to the brief attached hereto.

On the basis of the proposed spending plan (Annex I) you are therefore requested to formulate the best technical and organizational application and economic offer abiding by the aims indicated in the brief.

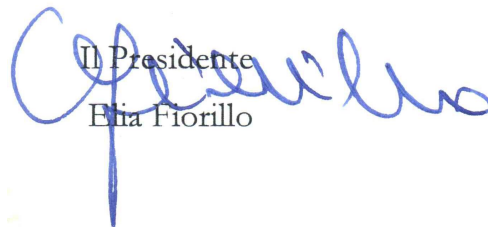
The proposals should be sent to the following email address no later than **05/18/2018, 05:00 pm (CET)**: relazioni.esterne@ceqitalia.com.

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, addressing your queries to the selection panel.

Looking forward to hearing from you.
Yours sincerely,

Signature - The Ceq Italia President


Il Presidente
Elia Fiorillo