



Ambasciata d'Italia in Giappone

**PUBLIC BID FOR SPONSORSHIP
OF THE ITALIAN INNOVATION DAY 2019
ORGANIZED BY THE EMBASSY OF ITALY TO JAPAN**

The Ambassador of Italy to Japan

- considering Art. 29 of the Italian Presidential Decree n. 54/February 1, 2010 allowing Diplomatic and Consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations, citizens and in general any subject, Italian or foreign, not involved in activities in conflict with the public interest;
- considering Art. 6 of the Decree of 2 November 2017, n. 192 (Collaborations with private parties);
- considering the opportunity, based on the interest showed by a number of Italian and foreign enterprises to organize promotional initiatives in cooperation with the Embassy, with the possibility to promote their image and to sponsor institutional and promotional events organized by this Embassy

OFFERS

the opportunity to sign sponsorship contracts with the Embassy, aimed at contributing to the realization of the 2019 Edition of the Italian Innovation Day in Tokyo

1 - AIM

The 2019 edition of the Italian Innovation Day (IID), organized by the Italian Embassy in Tokyo in collaboration with Italian and Japanese public institutions (ICE, Invitalia, Japan External Trade Organization JETRO), will be held on 9 October 2019 at the JETRO headquarters (Ark Mori Building, Tokyo). Fifteen Italian startups and scaleups will have the opportunity to present themselves in front of a vast public of important companies and local investors in search of innovative products, technologies and services, paving the way for a future commercial expansion in Asia.

The initiative will be promoted and enhanced through marketing and communication actions coordinated by this Embassy and addressed to the largest Japanese companies engaged in technological innovation, specialized media (with a focus on bloggers, online newspapers and radio) and communities of entrepreneurs and creatives that revolve around the main hubs of the local innovation ecosystem. Information on the event will be published on the website of the Embassy and its institutional "social" profiles (Twitter and Facebook), as well as on the websites and the "social" channels of the media and the partners involved.

This year, moreover, the collaboration with numerous members of the local innovation ecosystem (community partners) will allow the realization of some collateral initiatives for the promotion of exchanges between innovative Italian and Japanese companies on the dates of 9 and 10 October 2019.

The Embassy gives the possibility of contributing to the following initiatives to interested companies (depending on the methods and conditions referred to in point 3 of this Notice):

1. Italian Innovation Day (IID), a public event (registration required) to be held in the afternoon of 9 October 2019, whose program will include presentations by selected guests, presentations by Italian startups and scaleups, business meetings and informal networking opportunities (coffee break and aperitif);
2. Italian Startups Night Party, invitation-only event to be held on the evening of 9 October 2019 at the headquarters of one of the Italian Innovation Day's accelerator partners, which is expected to be attended by Japanese startups and investors;
3. Demo Table of Italian startups and scaleups and networking opportunities with Japanese companies, startups and investors at Toranomon Hills during one of the weekly public events (Thursday gatherings) hosted by Venture Cafe Tokyo.

2 - GENERAL REQUISITES FOR THE SPONSORSHIP

Public and private subjects having the following requirements are admitted to submit their expression of interest for the sponsorship:

1. Absence of conditions of the impossibility to seal deals with Public Administration as well as absence of any other circumstances considered by law as detrimental or restrictive of such dealing capacity (Art. 80 D. Lgs. 50/2016).

3 - SPONSORSHIP METHODS

- **“GOLDEN SPONSOR”** - Minimum contribution **JPY 500,000 (five hundred thousand yen)**
 - Possibility to reserve up to a maximum of 3 VIP seats to attend the event referred to in point 1.1 .;
 - Possibility of projecting a video of a maximum of 2 minutes during the networking occasions referred to in point 1.1 (the video material must be previously agreed and transmitted to this Embassy no later than 10 September 2019);
 - Possibility to set up a promotional stand with a display of products (compatibly with the available spaces) and distribute promotional / informative material such as flyers, brochures and gadgets during the event referred to in point 1.1 .;
 - Insertion of a standard size company logo on the Embassy's website and in the promotional material for the Italian Innovation Day.
- **“SILVER SPONSOR”** - Minimum contribution **JPY 200,000 Yen (two hundred thousand yen)**
 - Possibility to distribute promotional / informative material such as flyers, brochures and gadgets during the event referred to in point 1.1. (the Embassy will provide a limited space to be shared equally with the other silver sponsors);
 - Possibility of projecting a video of a maximum of 1 minute during the networking occasions referred to in point 1.1 (the video material must be previously agreed and transmitted to this Embassy no later than September 13, 2019);

- Insertion of a smaller size company logo than the aforementioned category on the Embassy's website and in the promotional material for the Italian Innovation Day.
- “IN-KIND SPONSOR” (logistics or consulting services, agri-food products of Italian quality and tradition)
 - Degree of visibility to be defined according to the contribution granted;
 - For food & beverage suppliers, the possibility of setting up a corner for tasting their products, compatibly with the available spaces and in line with the contribution granted, during the events referred to in points 1.1., 1.2. and 1.3 .;

4 - SUBMISSION OF SPONSORSHIP OFFERS

The sponsorship offers by interested subjects:

- must be submitted in written form, signed by the company legal representative (following the sample form provided in the *Attachment* to this Notice), along with his/her copy of a valid ID and be sent by email no later than **July 31st, 2019**. Please send the above mentioned documents to the email address of the Embassy: tokyo.eventi@esteri.it (CC: ammcont.tokyo@esteri.it) with attachments in PDF format not exceeding 2.5 Mb;
- must indicate the amount to be offered to the Embassy for sponsorship;
- must be accompanied by a self-declaration certifying the absence of prejudicial or limiting conditions of the sponsor's contractual capacity pursuant to Art. 80 of Legislative Decree no. 50/2016;
- must contain the commitment of the sponsor to assume all the inherent responsibilities and obligations resulting from the display of the brand;
- the public and private subjects, in order to allow the assessment of sponsorship offers by the Embassy, will have to send all the documents needed for the promotion of the Sponsors and the preparation of the event promotional materials, as described in points 1 and 3 of this Notice, by **August 7th 2019**, to the address: econaff.tokyo@esteri.it, under penalty of exclusion from the planned space on the Embassy's website and on promotional materials;

With their submissions, the candidates consent to the processing of their data, as well as personal data, according to the Italian Legislative Decree n. 196/2003 for all procedural requirements.

Conditional or incomplete offers (i.e. offers without signature) will be excluded.

5 - SPONSORSHIP EVALUATION

The sponsorships sent by the deadline set in this Notice (Point 4), are evaluated by the Embassy according to the principles of cost, effectiveness, fairness, equanimity, transparency, proportionality.

In consideration of the special nature of the object of this Notice the Embassy can accept more than one sponsorship.

6 - RIGHT TO REJECT SPONSORSHIPS

Any sponsorship can be rejected if the Embassy:

- a) deems it could create conflict with its institutional/diplomatic activity and/or violate Italian Laws and Principles;
- b) deems the advertising message could bias or damage its image or initiatives;
- c) sees in the advertising message elements of political, syndicalist, philosophical or religious propaganda.
- d) sees in the advertising message an offensive language, including expressions of fanaticism, racism, hate, threat or intolerance.
- e) considers the offer not admissible for reasons of general opportunity;
- f) has reached an adequate level of sponsorship to cover the expenses of the planned initiatives.

7 - SPONSORSHIP CONTRACT

The sponsorship contract is signed between the Sponsor and the Embassy.

In no case any other subject may replace the Sponsor in the contract signed between the Sponsor and the Embassy – unless there is a written authorization from the Embassy itself.

In the sponsorship contract a specific clause will be inserted which allows withdrawal for foreign policy reasons, upon simple request, without conditions or limitations of any kind, free of charge, except for the right to repayment of advances previously paid. If the contractor does not accept the inclusion of the clause, the contract cannot be concluded.

The interested subject could be sanctioned by the relevant Authorities should the Embassy verify its offer and related declarations to be false. Any benefits coming thereof would cease to exist.

If, for any reason not depending from the Embassy, the event were not to take place, the sponsorship amount already transferred to the Embassy will be reimbursed.

Tokyo – July 9th, 2019

Chargé d'affaires a.i.
(Niccolò Tassoni Estense)



*This Notice was displayed on the Notice Board of the Embassy on **July 9th, 2019** and on the same day was also published on the Official Website of the Embassy (http://www.ambtokyo.esteri.it/ambasciata_tokyo/it/).*