



**SPECIFICATIONS FRAMEWORK FOR THE CONTRACTING OF A
TURISME DE BARCELONA REPRESENTATION SERVICE IN THE
UNITED STATES OF AMERICA AND CANADA File PO 2026 01**

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File number: PO 2026/01

Contract type: Service

Method of Award: Open procedure with advertising in the USA

Processing: Ordinary

Contracting Authority: Executive Committee of the Consorci de Turisme de Barcelona (hereinafter, CTB or Barcelona Tourism)

This document, together with the Set of Administrative Clauses, constitutes the Specific Administrative Clauses of the contract.

In the event of a discrepancy between this document and the Administrative Bid Package, the provisions of this contract's specifications shall prevail, unless it is evident that a material or arithmetic error has been made.

A. OBJECT

A.1. Description: The object of the contract is the representation service of Turisme de Barcelona in the United States of America and Canada for the purpose of promoting the Barcelona destination within the MICE market (meetings, incentives, congresses, and exhibitions) and other activities related to reputation, cultural tourism, and premium tourism.

A.2. Lots: This contract is not divided into lots. The lack of division into lots stems from being a single, ongoing service to be carried out, consisting of the commercial representation of Turisme de Barcelona.

A.3. CPV code:

79400000-8 - Business and management consulting services and related services.

B. FINANCIAL DATA

B.1. Price determination: This has been established based on the current market price for the tasks to be performed.

The award price will be the amount bid by the successful bidder.

The estimated contract value and tender budget detailed in the following section include wages, social and employer costs, as well as management costs, indemnities and settlements, if applicable, for workers associated with the contract, as well as subcontracting costs and fees to be received by the contracting company.

B.2. Estimated contract value: 341,400 US dollars

Concept	Amount (excluding VAT)
Base bid budget	\$ 113,800.00
Possible amendments	Does not apply
Possible extensions	\$ 227,600.00
Total	\$ 341,400.00

B.3. Base bid budget: 113,800 US dollars (VAT-exempt transaction)

It should be noted that this includes wages, social and employer costs, as well as management costs, severance pay, and settlements, where applicable, for workers associated with the contract, as well as subcontracting costs and fees to be received by the contracting company.

Professional fees, up to a total of \$113,800 for the entire duration of the contract, including communication costs (phone calls, mail, couriers, photocopies, etc.), will be invoiced and paid quarterly.

The travel expenses of the Representative's staff are not included in the contract price and will be covered by the Consorci de Turisme de Barcelona. They will be invoiced once the action is completed and must be properly documented.

The Representative will not charge a surcharge on any expense.

C. CREDIT AVAILABILITY

Financial exercise and budgetary application: The fiscal year to which it is charged is 2026. The budget allocation to which it is charged is 227-10.

D. CONTRACT EXECUTION DEADLINE

The execution of the contract will begin the day after it is formalized and will have a duration of one year.

The CTB may agree to two extensions for a period of one additional year each, in accordance with the requirements of Clause 4 of the Administrative Provisions.

E. CHANGES AND IMPROVEMENTS

No changes are permitted under this contract.

The possibility of submitting improvements to the reference procedure is established, to be evaluated as a subjective criterion, as detailed in Section H of this document.

F. PROCESSING OF THE FILE AND PROCEDURE FOR AWARD AND SUBMISSION OF PROPOSALS

Processing: Ordinary procedure

Award procedure: Open procedure with public advertising in the United States of America.

Submission of bids using the Digital Envelope tool:

Yes: No:

The project must be submitted by sending the bid through the digital envelope located in the bidding area of the Turisme de Barcelona Bidder Profile.

<https://contractaciopublica.cat/en/perfils-contractant/detall/94257863?categoria=0>

G. SOLVENCY AND BUSINESS RATING

G1. Criteria for the selection of economic, financial, and technical solvency

Economic and Financial Solvency

Financial solvency will be proven by submitting the following documentation:

a) Annual volume of business or annual volume of business under the contract, referring to the best exercise within the last three available. The minimum annual business volume must be equal (or higher) than the estimated value of the contract.

The accreditation of the annual volume of business will be carried out as follows:

- **Spanish companies:** Upon submission of the most recent annual financial statements approved and filed with the Commercial Registry or entity in which they must be registered. For sole proprietors not registered with the Commercial Registry, accreditation will be carried out using the inventory books and annual accounts legalized by the Commercial Registry.
- **Foreign companies from within the European Union:** By submitting the approved annual financial statements, if applicable, filed with the relevant Official Registry in their country of establishment, translated into Catalan or Spanish. If the legislation of the country of origin does not require the filing of accounts in any registry, by any other probative document admitted by law that reflects the volume of business (tax returns, audit certificates, etc.).
- **Foreign companies from third countries:** By submitting the approved annual financial statements, if applicable, filed with the relevant Official Registry in their country of establishment, translated into Catalan or Spanish. If an equivalent registry does not exist in the country of origin, any equivalent supporting document accepted by law will be accepted (tax returns, audit certificates, etc.).

b) The company must have civil liability insurance in the amount of €50,000.00, valid at least until the end of the bid submission period, as well as, if applicable, a commitment to extending or renewing this policy in the event of being awarded the tender to cover the entire execution of the contract.

This requirement will also be considered fulfilled if the bidder does not have this policy but commits to obtaining it if awarded the tender to cover the entire execution of the contract. Foreign companies may provide proof through insurance policies contracted with insurance entities authorized in their country of origin, provided the coverage is equivalent to the required amount.

The successful bidder shall, where applicable, provide the corresponding translation of the documentation into Catalan or Spanish.

Technical or Professional Competence

Technical competence will be demonstrated by providing the following documentation:

a) List of the main services of the same or similar nature (public exhibition events with international impact) carried out during the last three years, indicating the amount, dates, and public or private recipient. A minimum of three services of a nature similar to the object of the contract must be demonstrated, with an annualized cumulative value at the year of peak performance of \$60,000 or more. The company awarded the contract must certify the completion of the work by means of certificates issued or endorsed by the competent authority when the recipient is a public sector entity or, when the recipient is a private entity, by means of a certificate issued by that entity or a declaration by the contractor.

G2. Business classification

In accordance with Article 77 of the LPSC, business classification is not required for this contract.

G3. Assignment of material means and/or personnel to the execution of the contract

Yes: No:

The company must commit to providing the necessary material and personnel resources for the execution of the contract.

As for personnel:

- The Account Manager for the Barcelona destination must have a minimum of 10 years of experience in the MICE sector.
 - At least two additional team members must be provided to work with the Account Manager, with knowledge of MICE sector promotion and ongoing training on the sector and Destination Barcelona.
- Bidders will submit Annex 5 of the Administrative Provisions in Envelope A of their bid. The company proposed as the awardee must demonstrate these requirements through the CVs of the personnel assigned to the contract.

H. AWARD CRITERIA

The contract will be awarded to the proposal that offers the best value for money in the execution of the contract, evaluated by applying the following award criteria:

H.1. Award criteria subject to a value judgment (up to 30 points):

a) Knowledge of the destination (up to 30 points).

The company that demonstrates, in its technical proposal for service execution, a deeper and more comprehensive knowledge of the MICE (associational and corporate) sector and its reputation in the USA and Canada will be awarded a higher score. In addition the quality of the proposed positioning and reputation management strategy.

When the score obtained in the evaluation subject to value judgment is less than 10 points, it will be considered that the bidder cannot meet the objectives of the contract. In this case, the company will be automatically excluded from this procedure.

H.2. Criteria for automatic quantification (up to 70 points):

a) Additional experience of the assigned team (up to 25 points)

Experience of the profiles assigned to the contract will be taken into account, in addition to the experience required as competence:

- I. Destination Barcelona Account Manager with over 10 years of experience in the Meetings, Incentives, Conferences, and Exhibitions sector. (1 point per extra year up to a maximum of **10 points**—20 years of experience—in the Meetings, Incentives, Conferences, and Exhibitions sector).

- II. Experience of the two people assigned to the contract (together with the account manager) with knowledge of MICE sector promotion and with continuous training in the sector and in Destination Barcelona (1 point per year of experience up to a maximum of **8 points**).
- III. Global experience in communication, marketing and economic development strategy (Experience of members associated with the contract is credited: **7 points** / No experience of workers associated with the contract is credited: 0 points).

Experience will be credited by providing CVs, which must be included in Envelope C of the bid.

b) Affiliation with MICE sector entities (up to 10 points)

It will be considered an advantage if the candidate company belongs to associations/organizations related to the MICE sector. Their accreditation will be provided upon submission of a certificate, which must be included in Envelope C of the bid.

The certificates that will be accepted for evaluation and the corresponding score are:

ICCA (3 points) PCMA (3 points)

SITE (3 points)

FICP (1 point)

They will be cumulative, allowing a company to earn up to a maximum of 10 points by demonstrating that it is part of several of these organizations.

c) Sustainability criterion (up to 10 points)

Candidate companies must be committed to sustainability and corporate social responsibility policies. Accreditation will be granted through a sustainability certificate or by submitting the internal protocol that certifies the implementation of sustainable practices. This documentation must be included in Envelope C of the bid.

d) Low bid (up to 25 points)

Bidding companies will submit their financial proposal, which will consist of a global price for the service, in accordance with what is established in the template provided as Annex 3 of the Administrative Provisions, including it in Envelope C within the digital envelope platform.

The lowest-priced/lowest-valued bid will receive the maximum score, with the remaining bids scored according to the following formula:

Where:

Px Bidder's score

A Lowest financial offer Xp

Financial proposal of the bidder y

Max score

$$Px = (A/Xp) *y$$

The bid price shall not exceed the base bid budget indicated in Section B.3 of the specifications framework. Offers that exceed the base bid budget will be directly excluded.

I. CRITERIA FOR DETERMINING THE EXISTENCE OF POTENTIALLY ANOMALOUS BIDS

Bids will be considered abnormally low, in the event that only one bidder submits, if they are 25% below the base bid budget; or, if multiple bids are submitted, if one is 20% below the other submitted proposals.

J. WORK PROGRAMME, DOCUMENTATION TO BE SUBMITTED BY BIDDING COMPANIES OR BY THE COMPANY PROPOSED AS THE AWARDEE

In addition to the documentation mentioned in Clause 12 of the Administrative Provisions, bidders must submit the following documentation with their bid:

A) Administrative documentation (Envelope A)

1. Properly completed European Single Procurement Document (ESPD) in accordance with Annex 1 of the Administrative Provisions.
2. Confidentiality Statement for the bid (in the case of a file review, the scope of the confidentiality criterion will be determined by the contracting authority) according to Annex 2 of the Administrative Provisions.
3. Commitment to provide (or, where applicable, establish) a civil liability insurance policy to cover any potential claims arising for the amount specified in Section G1 of the contract's specification framework and in accordance with the template established as Annex 4 of the Administrative Provisions.
4. Declaration of technical and professional competence for the personnel assigned to the contract (assignment of resources), in accordance with the template established as Annex 5 of the Administrative Provisions.

B) Technical proposal (Envelope B)

Submit a work plan/technical proposal that includes:

1. Description of the project concept, communication strategy, and timeline for the commercial project, in accordance with Clause 5 of the Technical Specification, which outlines the promotional actions to be carried out in the MICE sector.
2. List of the working team that will participate in the project with the distribution of tasks, without indicating personal data or years of experience.
3. Proposed positioning and reputation management strategy, including:
 - Identification of relevant reputational risks.
 - Definition of key messages aligned with the Turisme de Barcelona strategy.
 - Proposal for specific actions aimed at strengthening Barcelona's positioning in the North American and Canadian market.

4. Proposal for the design and activation of a specific agenda for meetings with reference communication media for the United States and Canada aligned with the reputational priorities and strategic objectives of Turisme de Barcelona.

This agenda will be defined based on a prior analysis of the media context, narrative opportunities, and potential reputational risks, prioritizing those media outlets and journalists with the greatest capacity for influence in the MICE, cultural, and premium sectors. Meetings may include both group informational sessions and individual interviews, depending on the profile of the interlocutors and the specific objectives of each action.

This document must have a maximum of **30 pages**.

C) Financial bid and automatic criteria (Envelope C)

1. Financial bid and automatic criteria template of Annex 3 of the Administrative Provisions.
2. CVs that substantiate the declared experience of the personnel assigned to the contract.
3. Certificates of membership in any of the MICE industry associations.
4. Sustainability certificates or an internal protocol for implementing sustainable practices.

The inclusion of information and/or automatically quantifiable documentation (Envelope C) within the envelope for subjective evaluations (Envelope B) will result in the proposal's exclusion from the bidding process.

In addition to the documentation specified in Clause 16.2 of the Administrative Provisions, the proposed awardee must submit the following documentation at the time immediately prior to award:

- A self-declaration by the company regarding its nature and primary activity as a Destination Marketing Consultancy.

K. FINAL BOND

Yes: No:

Amount: The amount of the final bond will be 5% of the amount awarded to the contractor.

Form of constitution: Those determined in Clause 16.2 of the Administrative Clauses.

L. SPECIAL CONDITIONS OF EXECUTION

A) Special Conditions for the Contractor Regarding its Personnel

1. New hires that the company or companies awarded this contract must make to carry it out should give preference to people who are legally unemployed and, when possible, to groups with particular difficulty integrating into the labour market or to people who hold a disability certificate.

2. During the entire term of the contract, not unilaterally diminish the working conditions regarding hours and salary, and in the terms analyzed, nor diminish any improvements to the applicable basic labour legislation that correspond at any given time to the workers assigned to the contract, based on the collective bargaining agreement in effect at the time the bid is submitted, unless there is an explicit agreement between the company and worker representation.
3. The selection of personnel who, upon demonstrating the qualifications and experience requirements specified in the contract documents, will form part of the work team assigned to the execution of the contract is the sole responsibility of the contractor, without prejudice to the consortium's verification of compliance with these requirements. The contractor will ensure that the work team remains stable, and that any changes in its composition are occasional and justified, so as not to disrupt the proper functioning of the service, keeping the consortium informed at all times.
4. At least 40% of the people hired for the performance of the contract must be women. The contractor, in the preparation and submission of the object of the contract, must incorporate a gender perspective and avoid sexist discriminatory elements in its use of language and imagery.
5. With respect to the workers assigned to the execution of this contract, the contractor assumes the obligation to exercise, in a real, effective, and continuous manner, the management authority inherent to any business owner. In particular, it will handle the negotiation and payment of salaries, the granting of permits, leaves, and vacations, and employee replacements in cases of leave or absence, legal obligations regarding Social Security, including the payment of contributions and the payment of benefits, when applicable, legal obligations regarding occupational risk prevention, the exercise of disciplinary authority, as well as any rights and obligations arising from the contractual relationship between employee and employer.
6. The contractor will take special care to ensure that the workers assigned to the execution of the contract carry out their activities without exceeding the functions defined for the activity outlined in the contract documents as the object of the contract.
7. The contractor must designate at least one technical coordinator or integrated manager within its own staff, who will have the following duties:
 - They will act as the contractor's liaison with the consortium, channeling communication between the consortium and the personnel on the contract's work team, and with the consortium on all matters related to the execution of the contract.
 - They will distribute the work among the personnel responsible for executing the contract and will issue to these workers the necessary orders and work instructions in relation to the provision of the contracted service.
 - They will oversee the proper fulfilment by the work team members of their assigned duties, as well as monitor their attendance in the workplace.
 - They shall organize the vacation schedule for the personnel assigned to the execution of the contract, coordinating properly between the contractor and the consortium so as not to disrupt the smooth operation of the service.

- They will inform the consortium of any changes, whether occasional or permanent, in the composition of the work team assigned to the execution of the contract.

B) Ethical principles and rules of conduct to which bidders and contractors must conform their activities

Bidders and contractors must conduct themselves with the highest ethical standards, refrain from encouraging, proposing, or promoting any form of corrupt practice, and report to the competent authorities any manifestation of such practices that, in their judgment, is present or may affect the procurement process or contractual relationship. Therefore, they will take the following aspects into account:

1. Comply with rules and legislation in the course of their professional activities.
2. Act with respect, integrity, professionalism, transparency, and follow proper guidelines for conduct.
3. Not accept any form of corruption, extortion, or misappropriation, nor any direct or indirect reward, nor offer any direct or indirect reward to CTB members.
4. Be up to date in their tax obligations and their Social Security obligations.
5. Promote equal opportunities and prevent any discrimination based on race, colour, nationality, social origin, age, sex, marital status, disability, sexual orientation, ideology, political opinions, religion, or any other personal, physical, or social condition.
6. Ensure equality between women and men in treatment, access to employment, job classification, promotion, retention, training, termination, pay, quality and stability of employment, and the duration and scheduling of the workday. And in all cases, establish measures that promote work–life balance.
7. Reject any manifestation of violence, harassment, or abuse in the workplace and any other intimidating or offensive conduct that violates employees' personal rights, and ensure respectful and collaborative treatment.
8. The personal data provided by CTB will be used only in accordance with the instructions given by CTB and will not be applied or used for any purpose other than that strictly necessary for the provision of the contracted services.
9. Comply with applicable occupational health and safety legislation and provisions, as well as national or international regulations, including the ILO's Fundamental Conventions, the United Nations Declaration of Human Rights, and rules and standards on worker protection.
10. Keep the information provided by CTB confidential and do not disclose it to third parties without the consent of the parties concerned.
11. Respect the intellectual and industrial property rights of others.
12. Avoid any conflict of interest, influence, or favouritism in relationships with CTB, always acting on objective criteria.
13. Relationships with public administrations and authorities should always be conducted under the principle of maximum transparency.

14. Adopt the necessary measures to prevent money laundering and payment irregularities.
15. Respect and preserve the environment by complying with the standards established in environmental regulations.

C) Other special conditions of execution:

The contractor must offer exclusivity in Spain. They may not represent other destinations or providers in the territory of Spain unless authorized by CTB.

These special conditions for the execution of the contract shall be considered essential contractual obligations.

M. WORK PROGRAMME

Yes: No:

Companies will have to submit a service development proposal in accordance with the conditions set forth in the Technical Specifications Document.

N. AMENDMENT OF THE CONTRACT

Amendment of the contract is governed by private law (Articles 26.4 and 322 LPSC). In any case, it will be possible to amend the contract by agreement between the parties when the causes determined in Article 205 of the LPSC are met, as specified in the Administrative Clauses.

O. CONTRACT MANAGER

The contracting authority determines that the contract manager will be Christoph Tessmar, who will oversee this contract and ensure its proper functioning.

P. INVOICE SUBMISSION

Invoices must be sent in PDF format by email to the email address factures@barcelonaturisme.com.

Professional fees up to **\$113,800**, including communication expenses (phone calls, mail, couriers, photocopies, etc.), will be invoiced and paid quarterly.

The travel expenses of the Representative's staff are not part of the contract price and will be assumed by the Consorci de Turisme de Barcelona. They will be invoiced once the action is completed and must be properly documented. The Representative will not charge any surcharge on any expense item.

The awardee must include the file number on the invoice.

If the option is chosen to establish the final bond through withholding of payment, invoices must include the line item "Final Bond Withholding". The tax information for issuing invoices is as follows:

CONSORCI DE TURISME DE BARCELONA

P-5890003-F

Passatge de la Concepció, 7-9

08008 Barcelona

Q. PRICE REVIEW

Yes: No:

In accordance with Article 103 of the LPSC, there will be no price reviews for this contract.

R. SUBCONTRACTING

The contractor may agree with a third party to carry out certain items of the contract, provided they relate to ancillary aspects. The contractor must notify the Consorci de Turisme de Barcelona of its intention to subcontract, identifying the subcontractor.

Under no circumstances will it be possible to subcontract the main service of the object of the contract.

S. ASSIGNMENT OF THE CONTRACT

The contract cannot be automatically assigned by the contractor. However, contractual assignment is permitted, provided there is prior authorization from the Consorci de Turisme de Barcelona.

T. CONTRACTING COMMITTEE

The composition of the Contracting Committee is as follows:

- President: Mr David Fernàndez, Head of Administration and Finance of the Resources Department, or the substitute, Ms Mònica García, Barcelona Convention Bureau.
- Member: Anna Marqués, Director of the Alliances Department.
or substitute: Ms Anna Orozco, Barcelona Convention Bureau.
- Member: Deirdre Haughey, Area Coordinator, Directorate General
or substitute: Alba Lajusticia, Observatory Coordinator.
- Legal Counsel: Clara Marquet, external legal advisor
or substitute: Juan Carlos Vallvé, external legal advisor.