

Annex 22 - Technical Specifications

Name of Services	Name of Services	Country of Origin	Manufacturer	Full Technical Specification Requested by the Contracting Authority	Full Technical Specification Proposed by the Tenderer	Reference Standards
1	2	3	4	5	6	7
Promotion services for Moldovan brands – Germany and Switzerland				According to the Terms of Reference		-
	Communication strategy and media plan	Romania	BDR ASSOCIATES COMMUNICATION GROUP	According to the Terms of Reference	Development of an integrated campaign strategy, identification of the target audience, definition of the narrative, and media planning adapted to the German and Switzerland markets/press. Includes strategic consultancy and recommendations.	
	Media monitoring and image analysis		BDR ASSOCIATES COMMUNICATION GROUP	According to the Terms of Reference	Qualitative analysis of the image of the Republic of Moldova in international and German and Swiss press over the last 3–5 years. Includes identification of perceptions, opportunities, and recommendations	
	Promotional articles and media placement – Germany and Switzerland		BDR ASSOCIATES COMMUNICATION GROUP	According to the Terms of Reference	Drafting of 2–3 editorial/promotional articles in English and German; coordination with industry-specific publications (e.g., Fresh Plaza,	

					<p>Lebensmittel Zeitung, BILANZ, Bilan etc); includes publishing fees</p> <p>Proposed publications Germany:</p> <ul style="list-style-type: none"> • Fresh Plaza • Top Agrar • Lebensmittel Zeitung <p>Proposed publications Switzerland:</p> <ul style="list-style-type: none"> • Finanz und Wirtschaft (fuw.ch) • Bilan (bilan.ch) 	
	LinkedIn campaign – Germany and Switzerland		BDR ASSOCIATES COMMUNICATION GROUP	According to the Terms of Reference	Setup, creative design, paid promotion, targeting agri-food, retail, and HORECA.	
	Creative production (visuals, texts, translations)		BDR ASSOCIATES COMMUNICATION GROUP	According to the Terms of Reference	Visuals for articles and social media, professional EN/DE translations, infographics, and short video spots.	
TOTAL						

Signed: _____ Name, Surname: TUDOR STAN Position: GENERAL DIRECTOR

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