

## Technical specifications

[This table shall be filled in by the tenderer in columns 2, 3, 4, 6, 7, and by the contracting authority - in columns 1, 5]

<b>Procurement procedure number:</b> The information can be found in SIA RSAP.
<b>Purpose of the purchase:</b> Promotion activity towards buyers , importers, fairs, events and SMM – The Netherlands and Belgium

Name of goods/ services	Name of the model of goods/ services	Country of origin	Producer	Full technical specification required by the contracting authority	Full technical specification proposed by the tenderer	Reference standards
1	2	3	4	5	6	7
Goods/services						
Lot 1. Promotion activity towards buyers , importers, fairs, events and SMM – The Netherlands						
1.1. Market check	Market check	The Netherlands	Pitch PR	Doing 1 research on internet and with importers to see how many brands of Moldova wines are on the Dutch Market. Checking all supermarkets, wine stores and online channels. Creating a clear excel sheet with all the brands and all the	Doing a research on internet and with importers to see how many brands of Moldova wines are on the Dutch Market. Checking all supermarkets, wine stores and online channels. Creating a clear excel sheet with all	Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, Alsace Wines

				<p>different varieties/SKU's, including the trend wines.</p> <p>The tenderer will submit electronically to the contracting authority, the Market Check, bij November 30, 2024.</p>	<p>the brands and all the different varieties/SKU's.</p> <p>Share with client.</p> <p>Suggested timing: November 2024</p>	
1.2. B2B Fair	B2B Fair	The Netherlands	Pitch PR	<p>Organising a B2B fair to connect with Horeca sector, hospitality entrepreneurs, professionals, and service providers, in October 2024.</p> <p>Participation in a 3-days Horeca event in on October 2024.</p> <p>Responsibilities of the economic operator</p> <p>Organization of the B2B component</p> <p>Facilitating contact between the professionals that are working in the hospitality world.</p> <p>Identifying and inviting potential participants in the field of Horeca, sommeliers, importers.</p>	<p>Organising a booth on a B2B fair in October 2024 to connect with Horeca sector, hospitality entrepreneurs, professionals, and service providers.</p> <p>Facilitating contact between the professionals that are working in the hospitality world.</p> <p>Identifying and inviting potential participants in the field of Horeca, sommeliers, importers.</p> <p>Managing participation confirmations and providing all information and</p>	<p>Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, New Zealand Wines</p>

			<p>Managing participation confirmations and providing all information and details related to the event, including the event schedule and instructions for access and stand placement.</p> <p>Facilitating interaction Creating a suitable environment for the exchange of information and experiences within the fair. Organizing wine tasting and presentation sessions to allow B2B participants to explore all the offers, and make selections depending on their preferences and the information presented.</p> <p>The presence of a wine expert to inform the professional public interested in the Wines of Moldova.</p> <p>The presence of a team of consultants, minimum 2, who will provide information about the wines</p>	<p>details related to the event, including the event schedule and instructions for access and stand placement.</p> <p>Facilitating interaction Creating a suitable environment for the exchange of information and experiences within the fair. Organizing wine tasting and presentation sessions to allow B2B participants to explore all the offers, and make selections depending on their preferences and the information presented.</p> <p>The presence of a team of consultants, minimum 2, who will provide information about the wine region and the wines participating in the fair, and will offer</p>	
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			<p>participating in the fair, and will offer wine tasting to the general public.</p> <p>Stand 2 x 2 metres booth with desk and back wall. The event will be provided with adequate furniture and facilities to ensure good insurance of the event.</p> <p>The wine samples The selection of participating wines will be made following the prior submission by the tenderer of the range and quantity of wines proposed for participation in the Market, which will be coordinated and confirmed jointly with the ONVV.</p> <p>The tenderer will make all the arrangements related to the collection of the wines and their delivery to the fair. The tenderer will provide refrigerators to keep the wines at the optimal temperature,</p>	<p>wine tasting to the general public. The booth will be 2 x 2 metres with desk and back wall. The event will be provided with adequate furniture and facilities to ensure good insurance of the event. The wine samples The selection of participating wines will be made following the prior submission by the tenderer of the range and quantity of wines proposed for participation in the Market, which will be coordinated and confirmed jointly with the ONVV.</p> <p>The tenderer will make all the arrangements related to the collection of the wines and their delivery to the fair. The tenderer will provide</p>	
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			<p>including providing ice, tasting glasses and other equipment necessary for wine tasting throughout the event.</p> <p>Follow up Collecting feedback from B2B participants to evaluate the impact of the event, by identifying strengths and aspects that can be improved.</p> <p>Collection of business cards to store information and later connect interested visitors with wine producers for possible collaborations.</p> <p>Elaboration of the event report in Power Point format, which should contain:</p> <ul style="list-style-type: none"> <li>- organized organizational activities</li> <li>-allocated resources</li> <li>-number of participants</li> <li>-SKU number</li> <li>- analysis of participation in the event, number of tickets sold</li> </ul>	<p>refrigerators to keep the wines at the optimal temperature, including providing ice, tasting glasses and other equipment necessary for wine tasting throughout the event.</p> <p>Follow up Collecting feedback from B2B participants to evaluate the impact of the event, by identifying strengths and aspects that can be improved.</p> <p>Collection of business cards to store information and later connect interested visitors with wine producers for possible collaborations.</p> <p>Delivery of report in 3 weeks including:</p> <ul style="list-style-type: none"> <li>- organized organizational activities</li> <li>-allocated resources</li> </ul>	
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				<ul style="list-style-type: none"> <li>- information on the number of bottles tasted and the name of the producer</li> <li>- the main conclusions of the event.</li> </ul> <p>The report will be submitted electronically within 3 weeks from the date of the event.</p>	<ul style="list-style-type: none"> <li>-number of participants</li> <li>-SKU number</li> <li>- analysis of participation in the event, number of tickets sold</li> <li>- information on the number of bottles tasted and the name of the producer</li> <li>- the main conclusions of the event.</li> </ul>	
1.3 Combined trip for buyers and journalists	Combined trip for buyers and journalists	The Netherlands	Pitch PR	<p>Organising 1 trip with potential buyers ( importers retailers, online store owners, agents of mid-sized wine chain stores to create new listings in the Netherlands) and media (journalists from print media, online media or social media)</p> <p>Inviting 4 people, potential buyers and media, escorted by a consultant of tenderer (4+1), to participate in the Wine Vernissage, winter edition, on 6 December 2024.</p>	<p>Organising 1 trip with potential buyers ( importers retailers, online store owners, agents of mid-sized wine chain stores to create new listings in the Netherlands) and media (journalists from print media, online media or social media)</p> <p>Inviting 4 people, potential buyers and media, escorted by a consultant (4+1), to participate</p>	Pays d’Oc IGP, D.O. Jerez, Ribera del Duero, Wines of South Africa

			<p>Trip participants will be in Moldova for a period of 4 days, from December 4 to December 7. This period will include participation in the Vernissage, including the B2C and B2B session that will be organized, visits to pre-selected wineries and vineyards.</p> <p>Tickets and Accommodation The tenderer will make all the arrangements for all the air flights, including the tickets reservation and procurement, with office further information about the time of arrival and departure of the buyers in/from the country. The tenderer will make all arrangements regarding the accommodation of people (4+1) for the period 4-7 December 2024.</p> <p>Selection of visitors</p>	<p>in the Wine Vernissage, winter edition, on 6 December 2024. Participants will be in Moldova for a period of 4 days, from December 4 to December 7. This period will include participation in the Vernissage, including the B2C and B2B session that will be organized, visits to pre-selected wineries and vineyards. We will make the arrangements for the air flights, including the tickets reservation and procurement. The list of buyers/importers will be presented to Wine of Moldova, specifying the full name of the visitor and the company they represent. We publish on Instagram about the</p>	
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			<p>The tenderer will thoroughly study the activity of the people to be invited, in order to calculate the maximum impact they can have on the wine sector. The list of buyers/importers and media will be presented to Wine of Moldova, specifying the full name of the visitor and the company they represent.</p> <p>Types of communication: The tenderer will distribute on its Social Media channels information regarding the visit of potential buyers/importers and media to the Republic of Moldova. Monitoring of media channels and online blogs of the participants, in which at least 1 publication it will be regarding the visit to Moldova, local wines, visits to wineries and participation in the</p>	<p>visit of potential buyers/importers to the Republic of Moldova. Attending media will at least publish 1 article on their platform. We collect feedback from attendees to evaluate the impact of the event and deliver full report after 3 weeks.</p>	
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				<p>Wine Vernissage on December 6, 2024.</p> <p>Follow up Collecting feedback from attendees to evaluate the impact of the event. Presentation of information on the impact to contracting Authority.</p>		
1.5. Press dinner with iconic wines from Moldova	Press dinner with iconic wines from Moldova	The Netherlands	Pitch PR	<p>Organising a press dinner in November (tbc). For this press dinner the Agency will focus on the culinary aspect of the heritage of Moldova. Moreover, the focus will be on sustainability, as the nature reserves in Moldova are also one of the reasons why tourists visit Moldova.</p> <p>Selection of journalists and bloggers The audience for this dinner will be 15-20 wine journalists and bloggers, as well as several culinary bloggers with interest in wine.</p>	<p>For this press dinner we will focus on the culinary aspect of the heritage of Moldova. We select a fine dining restaurant with a private room for the food-pairing dinner. The audience for this dinner will be 15-20 wine journalists and bloggers, as well as several culinary bloggers with interest in wine. The list of journalists/ bloggers will be presented to Wine of Moldova, specifying the full name and the professional activity.</p>	<p>Douro Wines, Pays d'Oc IGP, Ribera del Duero, D.O. Jerez, Wines of South Africa.</p>

				<p>The list of journalists/ bloggers will be presented to Wine of Moldova, specifying the full name and the professional activity.</p> <p>Follow-up of media impact The tenderer will distribute information about press trip visit to the Republic of Moldova on its Social Media channels. Monitoring the level of media communication of the representatives of the press trip during the National Wine Day event, as well as post-event.</p> <p>The media representatives will post a minimum of 2 articles and/or posts on social networks, stories, regarding the visit to Moldova, local wines, visits to wineries and participation on the press diner.</p>	<p>The media representatives will post a minimum of 1 articles and/or 2-3 posts/stories on social networks, regarding the food-pairing, local wines, visits to wineries and participation on the press diner. We will deliver a full report including clippings (realised and expected) 3 weeks after the event.</p>	
1.6 Social media assistance	Social media assistance	The Netherlands	Pitch PR	Assisting and managing Wine of Moldova Netherland on Social Media. Informing	Assisting and managing Wine of Moldova on Social	Ribera del Duero, Jerez, Pays d'Oc IGP,

				<p>consumers about Moldovan wines, the basic events in the Republic of Moldova, as well as the events in the Netherlands organized by Wine of Moldova on social networks and creating a follower base, especially on Instagram (target engagement, role creation, correct choice of time, the invitation to story interaction).</p> <p>Strategy The tenderer will create a communication strategy for a period of 1 year, which will be sent to ONVV for approval. The tenderer will create content that generates a steady increase in followers, likes, shares, comments and even saves.</p> <p>Products delivered The bidder will electronically send a monthly performance report to ONVV.</p>	<p>Media, especially Instagram: Or English content for ONVV platform Or Dutch Instagram page Create Instagram Strategy, target on engagement, reels creation, get timing right, invite story interaction. Deliver monthly plan of posts and advice about advertising.</p> <p>Also target on Belgium consumer.</p>	<p>Wines of South Africa</p>
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**Lot 2. Promotional services to importers, buyers, fairs and other events, including Social Media Marketing activities in Belgium**

2.1 Market check	Market Check	Belgium	Pitch PR	<p>Doing 1 research on internet and with importers to see how many brands of Moldova wines are on the Dutch Market. Checking all supermarkets, wine stores and online channels. Creating a clear excel sheet with all the brands and all the different varieties/SKU's, including the trend wines. The tenderer will submit electronically to the contracting authority, the Market Check, by <b>November 30 2024</b></p>	<p>Doing a research on internet and with importers to see how many brands of Moldova wines are on the Dutch Market. Checking all supermarkets, wine stores and online channels. Creating a clear excel sheet with all the brands and all the different varieties/SKU's. Share with client. Suggested timing: November 2024</p>	Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, Alsace Wines
2.2 Buyers Sampling	Buyers sampling	Belgium	Pitch PR	<p>Organizing a wine sampling for importers and potential wine buyers from Belgium, to introduce them to the quality and diversity of Moldovan wines. <b>Target audience</b> The bidder will organize a sampling for 25 wine</p>	<p>We send out a newsletter to all buyers and importers in Belgium and collect responses. To all respondents we send out a box with 6 bottles of different wineries.</p>	Alsace, New Zealand, Ribera del Duero

				<p>buyers, including shops, importers, retail.</p> <p><b>Selection of wines</b>  The Bidder will send out a newsletter to ask winebuyers if they are interested to receive a box.</p> <p>Send them a box with 6 different brands and information about the wineries.</p> <p><b>Follow up</b>  The list of possible wine buyers from Belgium, as well as their feedback and preferences, will be presented within 3 weeks of the event to the contact company/ ONVV.</p> <p>Presentation of an informative bulletin, information about wineries. Surveying wine buyers if they are interested in receiving wine samples.</p> <p>Providing all information and contact details if they are interested in purchasing these wines.</p>	<p>These wineries are not listed on the Belgium market yet.</p> <p>This will be send in November. After 3 weeks we will ask the receivers about their feedback and if they are interested to get in touch with a winery to taste more.</p> <p>We make a report about the feedback and the enquiries.</p>	
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<p>2.3 masterclass with Moldovan reprezentant</p>		<p>Belgium</p>	<p>Pitch PR</p>	<p>Planning and organizing a Masterclass led by a knowledgeable sommelier about the traditions and flavor of Moldovan wine. The focus of the masterclass course will be highlighting the traditions in Moldovan winemaking, the diversity of Moldovan grape varieties, the wine-growing regions, as well as the complexity of local wines. The focus of the masterclass is local grape varieties of Moldova.</p> <p><b>Masterclass participants</b></p> <p>The masterclass will be aimed at the professional audience, and will focus on sommeliers and wine experts, through an exceptional masterclass.</p> <p>The audience of the masterclass will be 20 - 25 sommeliers, and the duration of the masterclass will be</p>	<p>We organise a Masterclass on Sunday 17 November 2024 during the Horeca Expo in Gent. This is a large fair for horeca professionals and we will invite sommeliers to join this masterclass. It is also possible for visitors of Horeca Expo to attend the tasting. We have space for 25 professionals. The masterclass will be lead by the Dutch Master of Wine Cees van Casteren, he has a large knowledge of Moldovan wines. After the masterclass we will request for business contact details so we can send them a follow up in the week after about the presentation and the wines.</p>	<p>Castilla la Mancha, Ribera del Duero, New Zealand wines, Jerez</p>
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				<p>approximately 1.5 hours.</p> <p><b><i>The location of the masterclass</i></b> In Belgium – Expo Gent</p> <p><b><i>The invitations to the masterclass</i></b> Participation will be based on the invitations sent by the bidder to the preselected sommeliers. The sommeliers will be consciously selected by the bidder based on their popularity and professionalism, as well as on the basis of the analysis of the impact they can have as a result of the masterclass. The tenderer will provide the sommeliers present at the masterclass with tasting sheets for the purpose of evaluating and testing the Moldovan wines proposed for tasting during the masterclass.</p>	<p>Report will follow 3 weeks after the masterclass.</p>	
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				<p><b>Selection of wines for the masterclass</b></p> <p>The Bidder will draw up a list, based on the Brand and Wine Market Study, of those preferred wines on the Belgian market, specifying the type of wine, number of bottles / quantity, etc. That list will be submitted for approval to the contacting company / ONVV.</p> <p><b>Period of deployment</b></p> <p>The masterclass will take place on November 2024.</p> <p><b>Follow up</b></p> <p>The list of sommeliers present at the event, as well as their feed-back and preferences, based on the tasting sheets, will be presented within 3 weeks of the event to the address of the contacting company/ ONVV.</p>		
2.5 Press dinner with iconic wines from Moldova	Press dinner	Belgium	Pitch PR	Organizing a press dinner .	For this press dinner we will focus on the culinary aspect of	Pays d'Oc IGP, Jerez, Ribera del Duero, New



				<p>For this press dinner, the focus will be on the culinary aspect of Moldova's heritage, with traditional Moldovan dishes being offered for tasting to the press representatives present at the masterclass.</p> <p><b>Target audience</b> The audience for this dinner will be 15-20 journalists and wine bloggers, as well as several culinary bloggers, interested in the culinary traditions and emblematic wines of the Republic of Moldova.</p> <p><b>Period of deployment</b> The dinner will take place in November this year, as a result of the masterclass offered by a renowned Sommelier.</p> <p><b>Communication</b> The bidder will distribute on its Social Media channels information about the thematic dinner where</p>	<p>the heritage of Moldova. We select a fine dining restaurant with a private room for the food-pairing dinner. The audience for this dinner will be 15-20 wine journalists and bloggers, as well as several culinary bloggers with interest in wine. The list of journalists/ bloggers will be presented to Wine of Moldova, specifying the full name and the professional activity. The media representatives will post a minimum of 1 articles and/or 2-3 posts/stories on social networks, regarding the food-pairing, local wines, visits to wineries and participation on the press diner. We will deliver a full report including clippings (realised</p>	<p>Zealand Wines, Wines of South Africa, Provence</p>
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			<p>several preselected wines will be presented, present at the tasting and the masterclass on the same day.</p> <p>It will monitor the media channels and social networks of the press representatives present at the dinner, in which at least 2 pieces of information will appear regarding the foodpairing</p> <p><b><i>Selection of wines</i></b></p> <p>The Bidder will draw up a list, based on the Brand and Wine Market Study, of those preferred wines on the Belgian market, specifying the type of wine, number of bottles/quantity, etc. That list will be submitted for approval to ONVV.</p> <p><b><i>Follow up</i></b></p> <p>Presentation of the Report on the impact on social networks (social media) of the events (masterclass + press dinner), which would</p>	<p>and expected) 3 weeks after the event.</p>	
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				<p>include the total number of posts on the personal blogs of journalists and culinary and wine bloggers, articles in culinary magazines, culinary media pages, etc.</p> <p>The report will be presented to the address of the contacting company/ONVV, within 2/3 weeks of the event.</p>		
2.6 Combined trip for buyers and journalists	Combined trip for buyers and journalists	Belgium	Pitch PR	<p>Organising 1 trip with potential buyers ( importers retailers, online store owners, agents of mid-sized wine chain stores to create new listings in the Netherlands) and media (journalists from print media, online media or social media)</p> <p>Inviting 4 people, potential buyers and media, escorted by a consultant of tenderer (4+1), to participate in the Wine Vernissage, winter edition, on 6 December 2024.</p> <p>Trip participants will be in Moldova for a period</p>	<p>Organising 1 trip with potential buyers ( importers retailers, online store owners, agents of mid-sized wine chain stores to create new listings in the Netherlands) and media (journalists from print media, online media or social media)</p> <p>Inviting 4 people, potential buyers and media, escorted by a consultant (4+1), to participate in the Wine Vernissage, winter</p>	<p>Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, Wines of South Africa</p>

			<p>of 4 days, from December 4 to December 7. This period will include participation in the Vernissage, including the B2C and B2B session that will be organized, visits to pre-selected wineries and vineyards.</p> <p>Tickets and Accommodation The tenderer will make all the arrangements for all the air flights, including the tickets reservation and procurement, with office further information about the time of arrival and departure of the buyers in/from the country. The tenderer will make all arrangements regarding the accommodation of people (4+1) for the period 4-7 December 2024.</p> <p>Selection of visitors The tenderer will thoroughly study the</p>	<p>edition, on 6 December 2024. Participants will be in Moldova for a period of 4 days, from December 4 to December 7. This period will include participation in the Vernissage, including the B2C and B2B session that will be organized, visits to pre-selected wineries and vineyards. We will make the arrangements for the air flights, including the tickets reservation and procurement. The list of buyers/importers will be presented to Wine of Moldova, specifying the full name of the visitor and the company they represent. We publish on Instagram about the visit of potential buyers/importers to</p>	
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				<p>activity of the people to be invited, in order to calculate the maximum impact they can have on the wine sector. The list of buyers/importers and media will be presented to Wine of Moldova, specifying the full name of the visitor and the company they represent.</p> <p>Types of communication: The tenderer will distribute on its Social Media channels information regarding the visit of potential buyers/importers and media to the Republic of Moldova. Monitoring of media channels and online blogs of the participants, in which at least 1 publication it will be regarding the visit to Moldova, local wines, visits to wineries and participation in the Wine Vernissage on December 6, 2024.</p>	<p>the Republic of Moldova. Attending media will at least publish 1 article on their platform. We collect feedback from attendees to evaluate the impact of the event and deliver full report after 3 weeks.</p>	
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				Follow up Collecting feedback from attendees to evaluate the impact of the event. Presentation of information on the impact to contracting Authority.		
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Signed: \_\_\_\_\_ Name, Surname: Robert Verhoeven \_\_\_\_\_ As: \_Managing Director\_\_\_\_\_ Tenderer: \_\_Pitch PR  
 \_\_\_\_\_ Address: \_\_Zandstrooierstraat 2, 1019 XZ Amsterdam, The Netherlands\_\_\_\_\_

Robert Verhoeven

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Robert Verhoeven (Oct 31, 2024 07:17 GMT+1)

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# technical specifications 241030

Final Audit Report

2024-10-31

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