To Standard Documentation

approved by the Order of the Minister of Finance

no. 115 as of 15.09.2021

## **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]

**Procurement procedure number**: The information can be found in SIA RSAP.

Purpose of the purchase: 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 ac	tivity towards buye	rs , importers, fair	s, events and SMM	I – The Netherlands		
1.1. Market check	Market check	The	Pitch PR	Doing 1 research on	Doing a research on	Pays d'Oc IGP,
		Netherlands		internet and with	internet and with	D.O. Jerez,
				importers to see how	importers to see	Ribera del
				many brands of	how many brands	Duero, Alsace
				Moldova wines are on	of Moldova wines	Wines
				the Dutch Market.	are on the Dutch	
				Checking all	Market.	
				supermarkets, wine	Checking all	
				stores and online	supermarkets, wine	
				channels.	stores and online	
				Creating a clear excel	channels.	
				sheet with all the	Creating a clear	
				brands and all the	excel sheet with all	

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

Managing participation details related to confirmations and the event, including providing all the event schedule information and details and instructions for related to the event, access and stand including the event placement. schedule and Facilitating instructions for access interaction and stand placement. Creating a suitable environment for the Facilitating interaction exchange of Creating a suitable information and environment for the experiences within exchange of the fair. Organizing information and wine tasting and experiences within the presentation fair. Organizing wine sessions to allow tasting and B2B participants to explore all the presentation sessions to allow B2B offers, and make participants to explore selections all the offers, and make depending on their selections depending preferences and the on their preferences information and the information presented. The presence of a presented. The presence of a wine team of expert to inform the consultants, professional public minimum 2, who interested in the Wines will provide of Moldova. information about The presence of a team the wine region and of consultants, the wines participating in the minimum 2, who will provide information fair, and will offer about the wines

participating in the fair, wine tasting to the general public. and will offer wine tasting to the general The booth will be 2 public. x 2 metres with desk and back wall. Stand The event will be 2 x 2 metres booth with provided with desk and back wall. adequate furniture The event will be and facilities to ensure good provided with adequate furniture and facilities insurance of the to ensure good event. insurance of the event. The wine samples The selection of The wine samples participating wines The selection of will be made following the prior participating wines will be made following the submission by the prior submission by the tenderer of the tenderer of the range range and quantity and quantity of wines of wines proposed proposed for for participation in the Market, which participation in the will be coordinated Market, which will be coordinated and and confirmed confirmed jointly with jointly with the the ONVV. ONVV. The tenderer will make The tenderer will all the arrangements make all the related to the collection arrangements of the wines and their related to the delivery to the fair. collection of the The tenderer will wines and their provide refrigerators to delivery to the fair. keep the wines at the The tenderer will provide optimal temperature,

including providing ice, refrigerators to tasting glasses and keep the wines at other equipment the optimal necessary for wine temperature, tasting throughout the including providing ice, tasting glasses event. and other Follow up equipment Collecting feedback necessary for wine from B2B participants tasting throughout to evaluate the impact the event. of the event, by Follow up identifying strengths Collecting feedback and aspects that can be from B2B improved. participants to Collection of business evaluate the impact of the event, by cards to store information and later identifying strengths and connect interested visitors with wine aspects that can be producers for possible improved. Collection of collaborations. Elaboration of the business cards to event report in Power store information Point format, which and later connect should contain: interested visitors - organized with wine organizational activities producers for possible -allocated resources -number of participants collaborations. -SKU number Delivery of report in - analysis of 3 weeks including: participation in the - organized event, number of organizational tickets sold activities -allocated resources

				- information on the number of bottles tasted and the name of the producer - the main conclusions of the event. The report will be submitted electronically within 3 weeks from the date of the event.	-number of participants -SKU number - analysis of participation in the event, number of tickets sold - information on the number of bottles tasted and the name of the producer - the main conclusions of the event.	
1.3 Combined trip for buyers and journalists	Combined trip for buyers and journalists	The Netherlands	Pitch PR	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) 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.	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) Inviting 4 people, potential buyers and media, escorted by a consultant (4+1), to participate	Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, Wines of South Africa

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 preselected wineries and vineyards.

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.

Selection of visitors

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

The tenderer will visit of potential thoroughly study the buyers/importers to activity of the people to the Republic of Moldova. be invited, in order to calculate the maximum Attending media impact they can have will at least publish on the wine sector. 1 article on their The list of platform. We collect feedback buyers/importers and media will be presented from attendees to to Wine of Moldova, evaluate the impact specifying the full name of the event and deliver full report of the visitor and the company they after 3 weeks. represent. 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.  Follow up Collecting feedback from attendees to evaluate the impact of the event. Presentation of information on the impact to contracting Authority.		
1.5. Press dinner with iconic wines from Moldova	Press dinner with iconic wines from Moldova	The Netherlands	Pitch PR	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.  Selection of journalists and bloggers The audience for this dinner will be 15-20 wine journalists and bloggers, as well as several culinairy bloggers with interest in wine.	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 culinairy 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.	Douro Wines, Pays d'Oc IGP, Ribera del Duero, D.O. Jerez, Wines of South Africa.

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				The list of journalists/	The media	
				bloggers will be	representatives will	
				presented to Wine of	post a minimum of	
				Moldova, specifying the	1 articles and/or 2-	
				full name and the	3 posts/stories on	
				professional activity.	social networks,	
					regarding the food-	
				Follow-up of media	pairing, local wines,	
				impact	visits to wineries	
				The tenderer will	and participation on	
				distribute information	the press diner.	
				about press trip visit to	We will deliver a full	
				the Republic of	report including	
				Moldova on its Social	clippings (realised	
				Media channels.	and expected) 3	
				Monitoring the level of	weeks after the	
				media communication	event.	
				of the representatives		
				of the press trip during		
				the National Wine Day		
				event, as well as post-		
				event.		
				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.		
1.6 Social media	Social media	The	Pitch PR	Assisting and managing	Assisting and	Ribera del
assistance	assistance	Netherlands		Wine of Moldova	managing Wine of	Duero, Jerez,
4001044104	333364766	Treatien and		Netherland on Social	Moldova on Social	Pays d'Oc IGP,
				14Ctricitatia off Social	111010000 011 300101	1 4 3 4 5 6 101 ,

		consumers about	Media, especially	Wines of South
		Moldovan wines, the	Instagram:	Africa
		basic events in the	Or English content	
		Republic of Moldova, as	for ONVV platform	
		well as the events in	Or Dutch Instagram	
		the Netherlands	page	
		organized by Wine of	Create Instagram	
		Moldova on social	Strategy, target on	
		networks and creating a	engagement, reels	
		follower base,	creation, get timing	
		especially on Instagram	right, invite story	
		(target engagement,	interaction.	
		role creation, correct	Deliver monthly	
		choice of time, the	plan of posts and	
		invitation to story	advice about	
		interaction).	advertising.	
		Strategy	Also target on	
		The tenderer will create	Belgium consumer.	
		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.		
		Products delivered		
		The bidder will		
		electronically send a		
		monthly performance		
		TOTAL DELIGITION OF THE PROPERTY OF THE PROPER		

Lot 2. Promotional	services to importe	rs, buyers, fairs aı	nd other events, in	cluding Social Media Mark	eting activities in Belg	ium
2.1 Market check	Market Check	Belgium	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 different varieties/SKU's, including the trend wines. The tenderer will submit electronically to the contracting authority, the Market Check, by November 30 2024	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	Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, Alsace Wines
2.2 Buyers Sampling	Buyers sampling	Belgium	Pitch PR	Organizing a wine sampling for importers and potential wine buyers from Belgium, to introduce them to the quality and diversity of Moldovan wines.  Target audience The bidder will organize a sampling for 25 wine	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.	Alsace, New Zealand, Ribera del Duero

	buyers, including shops, These wineries are	
	importers, retail. not listed on the	
	Selection of wines Belgium market yet.	
	The Bidder will send out This will be send in	
	a newsletter to ask November. After 3	
	winebuyers if they are weeks we will ask	
	interested to receive a the receivers about	
	box. their feedback and	
	Send them a box with 6   if they are	
	different brands and interested to get in	
	information about the touch with a winery	
	wineries. to taste more.	
	Follow up We make a report	
	The list of possible wine about the feedback	
	buyers from Belgium, as and the enquiries.	
	well as their feedback	
	and preferences, will be	
	presented within 3	
	weeks of the event to	
	the contact company/	
	ONVV.	
	Presentation of an	
	informative bulletin,	
	information about	
	wineries. Surveying	
	wine buyers if they are	
	interested in receiving	
	wine samples.	
	Providing all	
	information and contact	
	details if they are	
	interested in purchasing	
	these wines.	
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2.3 masterclass	Belgium	Pitch PR	Planning and organizing	We organise a	Castilla la
with Moldovan	23.6.3		a Masterclass led by a	Masterclass on	Mancha, Ribera
reprezentant			sommelier	Sunday 17	del Duero, New
			knowledgeable about	November 2024	Zealand wines,
			the traditions and flavor	during the Horeca	Jerez
			of Moldovan wine.	Expo in Gent. This is	
			The focus of the	a large fair for	
			masterclass course will	horeca	
			be highlighting the	professionals and	
			traditions in Moldovan	we will invite	
			winemaking, the	sommeliers to join	
			diversity of Moldovan	this masterclass. It	
			grape varieties, the	is also possible for	
			wine-growing regions,	visitors of Horeca	
			as well as the	Expo to attend the	
			complexity of local	tasting.	
			wines. The focus of the	We have space for	
			masterclass is local	25 professionals.	
			grape varieties of	The masterclass will	
			Moldova.	be lead by the	
				Dutch Master of	
			Masterclass	Wine Cees van	
			participants	Casteren, he has a	
			The masterclass will be	large knowledge of	
			aimed at the	Moldovan wines.	
			professional audience,	After the	
			and will focus on	masterclass we will	
			sommeliers and wine	request for business	
			experts, through an	contact details so	
			exceptional	we can send them a	
			masterclass.	follow up in the	
			The audience of the	week after about	
			masterclass will be 20 -	the presentation	
			25 sommeliers, and the	and the wines.	
			duration of the		
			masterclass will be		

 <b>,</b>	<del>,</del>
approximately 1.5	l ·
hours.	weeks after the
	masterclass.
The location of the	
masterclass	
In Belgium – Expo Gent	
The invitations to the	
masterclass	
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.	
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				Selection of wines for the masterclass  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.  Period of deployment The masterclass will take place on November 2024.  Follow up 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		
				and preferences, based on the tasting sheets, will be presented within 3 weeks of the event to		
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

For this press dinner, the heritage of Zealand Wines, the focus will be on the Moldova. We select Wines of South a fine dining culinary aspect of Africa. Moldova's heritage, restaurant with a Provence with traditional private room for the Moldovan dishes being food-pairing dinner. offered for tasting to The audience for this dinner will be the press representatives present 15-20 wine at the masterclass. journalists and bloggers, as well as Target audience several culinairy The audience for this bloggers with interest in wine. dinner will be 15-20 journalists and wine The list of bloggers, as well as journalists/bloggers will be presented to several culinary bloggers, interested in Wine of Moldova, the culinary traditions specifying the full and emblematic wines name and the of the Republic of professional Moldova. activity. The media Period of deployment representatives will The dinner will take post a minimum of place in November this 1 articles and/or 2-3 posts/stories on year, as a result of the masterclass offered by a social networks, renowned Sommelier. regarding the foodpairing, local wines, **Communication** visits to wineries bidder The will and participation on distribute on its Social the press diner. Media channels We will deliver a full information about the report including clippings (realised thematic dinner where

several preselected and expected) 3
wines will be presented, weeks after the
present at the tasting event.
and the masterclass on
the same day.
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
Selection of wines
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.
Follow up
Presentation of the
Report on the impact on
social networks (social
media) of the events
(masterclass + press
dinner), which would

2.6 Combined trip	Combined trip	Belgium	Pitch PR	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.  The report will be presented to the address of the contacting company/ONVV, within 2/3 weeks of the event.	Organising 1 trip	Pays d'Oc IGP,
for buyers and journalists	for buyers and journalists			potential buyers ( importers retailers,	with potential buyers (importers	D.O. Jerez, Ribera del
,				online store owners,	retailers, online	Duero, Wines
				agents of mid-sized	store owners,	of South Africa
				wine chain stores to	agents of mid-sized	
				create new listings in	wine chain stores to	
				the Netherlands) and	create new listings	
				media (journalists from	in the Netherlands)	
				print media, online	and media	
				media or social media)	(journalists from	
				Inviting 4 people,	print media, online	
				potential buyers and	media or social	
				media, escorted by a consultant of tenderer	media) Inviting 4 people,	
				(4+1), to participate in	potential buyers	
				the Wine Vernissage,	and media, escorted	
				winter edition, on 6	by a consultant	
				December 2024.	(4+1), to participate	
				Trip participants will be	in the Wine	
				in Moldova for a period	Vernissage, winter	

of 4 days, from edition, on 6 December 4 to December 2024. Participants will be December 7. This period will include in Moldova for a participation in the period of 4 days, Vernissage, including from December 4 to the B2C and B2B December 7. This period will session that will be organized, visits to preinclude selected wineries and participation in the vineyards. Vernissage, including the B2C Tickets and and B2B session Accommodation that will be The tenderer will make organized, visits to all the arrangements pre-selected for all the air flights, wineries and including the tickets vineyards. reservation and We will make the arrangements for procurement, with office further the air flights, including the tickets information about the time of arrival and reservation and departure of the buyers procurement. in/from the country. The list of The tenderer will make buyers/importers all arrangements will be presented to regarding the Wine of Moldova, specifying the full accommodation of people (4+1) for the name of the visitor and the company period 4-7 December 2024. they represent. We publish on Selection of visitors Instagram about the visit of potential The tenderer will thoroughly study the buyers/importers to

activity of the people to the Republic of be invited, in order to Moldova. Attending media calculate the maximum impact they can have will at least publish on the wine sector. 1 article on their The list of platform. buyers/importers and We collect feedback media will be presented from attendees to to Wine of Moldova, evaluate the impact specifying the full name of the event and of the visitor and the deliver full report company they after 3 weeks. represent. 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.

Follow up	
Collecting feedback	
from attendees to	
evaluate the impact of	
the event. Presentation	
of information on the	
impact to contracting	
Authority.	
	Collecting feedback from attendees to evaluate the impact of the event. Presentation of information on the impact to contracting

Signed:	N	ame, Surname: Robert Verhoeven	As:	_Managing Director		Tenderer: _	_Pitch PR
Address:Zandstrooierstraat 2, 1019 XZ Amsterdam, The Netherlands							

Robert Verhoeven

Signature: Robert Verhoeven

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

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## technical specifications 241030

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