



ITALIAN TRADE AGENCY
ICE - Italian Trade Commission
Trade Promotion Section of the
Consulate General of Italy
Los Angeles Office

RE: REQUEST OF INTEREST TO BID

The Italian Trade Agency (ITA) is organizing a networking event taking place in San Francisco in connection with the JP Morgan Healthcare Conference 2019.

The event will be held on January 9th, 2019 at the Four Seasons Hotel in San Francisco from 6pm to 11pm. The participating Italian companies are involved in the pharmaceutical and life sciences sectors. The event should take place in the presence of a high level Italian political delegation, and it will consist basically in a discussion panel followed by a reception.

Although at this moment we are not formally inviting companies to bid, we would like to be able to identify potentially interested agencies for the list of services provided below:

- **Defining a list of Venture Capitalists and Pharmaceutical top management; Identifying the present CEO, the present Global Chief R&D, Global Chief Business Development (we already have several lists which we can discuss with you, you should provide the missing contacts and verify if the ones we have are correct/up to date and identify possible other companies not included in our lists);**
- **Identifying the Managing Partners of 30 top investments funds, their personal e-mail (o their Assistants' e-mail), contacts numbers of the company (telephone and e-mails, web site). Whenever possible, identify top executives in the company, and relative contact information;**
- **Sending personalized save-the-date & invitation (provided by us) to the defined list. Invitations should be sent both via e-mail (to personal or Assistant's address) and via regular mail, when personal e-mails are not available;**
- **Organizing the follow-up with recalls and RSVP;**
- **Guaranteeing number of attendees from the above lists: at least 60 ppl.;**

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ICE – Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane.
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- **Attending the event (with your personnel) & provide assistance with the badge/check-in process;**
- **Providing before the event: Attendee BIO Books (Italian Companies) & (US Companies - Pharma &VC);**
- **Providing after the event: update on attendee presence.**

Having already organized a similar side event related to the JPMorgan Healthcare Conference is mandatory, as specializing in healthcare PR.

Although the budget has not been defined yet, it will not be above 45.000usd. All the activities not included in the above list will be managed and paid for by ITA.

All interested companies must send a short (one page) presentation to losangeles@ice.it by October 29th, 2018. Eligible companies will be invited to bid soon after.

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