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The document in Italian is the only official text. This document in English is unofficial and was written only to help the participants.

**REGIONE CAMPANIA  
AGC 13 “DEVELOPMENT OF TERTIARY ACTIVITIES”  
“DEVELOPMENT AND PROMOTION OF TOURISM”  
C/5 MANAGEMENT SECTOR - 80143 - NAPLES, ITALY**

**- PUBLIC NOTICE -  
INTEREST IN SUBMITTING CO-MARKETING PROJECTS  
AS PARTNER OF THE CAMPANIA REGION  
- TOUR OPERATORS -**

**ART. 1 - FOREWORD**

Tourism is one of the most important industries in Italy, specifically and most importantly in the Campania Region. Among its economic policy goals, the Campania Regional Administration includes maintaining the Region’s competitiveness as compared to its main competitors, as well as reaching for new goals in terms of growth and development. The demand of tourism-related and leisure-related services has increased substantially, and at the same time it has encouraged an ever more differentiated and competitive offer; it is often the offer itself that, being animated by innovation and creativity, tends to create new demand and new needs.

The Campania Region, thanks to its artistic, cultural and land-related heritage, has the potential to become a top destination, a region that can accommodate culture-related tourism and leisure at the same time. In this perspective, there is a need to identify integrated tourist routes featuring the traditional heritage of sea destinations and beaches as well as historical centers and culture-related destinations, while also involving the various other activities (thermal baths, wines and food products, environment-related industry, religious activities and locations, etc.).

In today’s global competition context, featuring swift, unexpected change and a growing complexity both in terms of the tourist demand (more and more sophisticated and changing needs), and of the offer (need for increased professionalism, collaboration between operators, both vertically i.e. between suppliers and clients, and horizontally i.e. between competitors), institutions are called to put strategies into action in order to quickly respond to an ever-changing market.

Leisure time has proven to become “*consumption*” as well as a response to each individual’s need for knowledge and culture: therefore, it is necessary to promote a land’s tourist destinations and landmarks as if they were “*products*” to be placed on the market, in order to respond to the “*consumers*” needs.

The Regional Administration, therefore, as the institution in charge of promoting the Region as a tourist destination on the national and international markets, should:

- be aware of the market demand;
- adopt new promotional strategies to place the “Campania” product.

“Product-related promotion” encouraged by the Regional Administration:

- is more generally related to “promoting the tourist-related image of the Campania Region” which is aimed at defining, improving and affirming features of dependability, prestige, trust and, as a whole, of the image that the demand market identifies with both the brand and all products offered by the Region seen as a tourist destination;
- globally covers all regional products and services, while aiming both at strengthening the knowledge of more prestigious and well-known products and at proposing new products on the leisure market, so as to not only benefit from the existing flow of tourists but also to encourage and develop any new and fresh tourist flow;
- contribute to building awareness of the “umbrella brand” that the Region adopted in order to define and determine an identifiable image for the global leisure-related offer.

Among its promotional activities, co-marketing partnership constitutes a fundamental boost for defining and implementing proactive competitive strategies which are necessary to showcase the foundation elements of the competitive edge. Indeed, co-marketing allows two or more private and/or public operators to team up and carry out analytical, strategic and operational marketing activities in order to reach compatible goals, be they common or individual. Promotion-related co-marketing allows partners to become more visible on various media types and/or to take advantage of their mutual tasks/resources in order to make any region or any promotional activity more attractive.

#### **ART. 2 - PURPOSE OF NOTICE, GOALS**

This public notice is set forth in order to gather co-marketing projects from Tour Operators. Such projects will be developed in partnership with the Campania Region, will be aimed at leisure-related promotion of Campania as a destination and at increasing the leisure offer, by means of defining adequate holiday packages in order to boost the number of incoming tourists in the Campania Region from both new or known target markets, both nationwide and abroad, already identified on the basis of strategic documents drafted by the Tourism-Related Local Administration (Italy, US, Russia, Germany, UK, France, Spain, Japan, India and China) or still to be identified on the basis of new and updated promotion needs for the "Campania" product.

Co-marketing projects will necessarily allow to attain the following required benefits:

- economic benefits, or however measurable benefits, deriving from increased flows or from increased leisure-related stay in the region as compared to the status before the agreement (increasing the number of leisure packages and the number of tourists, while aiming at decreasing "off-peak periods" and therefore targeting currently unattended segments and/or implementing more penetrating policies in attended segments, reducing management costs and carrying out promotional activities, risk management, etc.);
- competitiveness-related benefits from improving the market positioning that the brand may achieve on the basis of the agreement (entering new competitive markets, increased collaboration with distribution channels, strengthening marketing and communication activities, etc.);
- non-material benefits related to all activities that may increase the value of brands involved in the project (increased brand visibility, improved overall image of the region, better knowledge, attitude and behavior on the part of potential customer/tourist by means of knowledge-related and perception-related processes, etc.).

However, submitted projects will need to allow for closing and final reporting by 30 September 2008 at the latest.

#### **ART. 3 - ADDRESSEES OF NOTICE, REQUIREMENTS TO ENTER**

Italian and foreign Tour Operators are allowed to submit projects as long as they comply to the following requirements at the expiration date of this notice:

- a) enrolment in the local Chamber of Commerce showing at least a three-year activity as a "Tourism and Travel Agency and Tour Operator", or equivalent document or declaration, for any entities that are not subject to being enrolled to such institutions, or not based in Italy;
- b) authorization to perform the activity(ies) defined at point a);
- c) ability to contract with the public administration;
- d) non-existence of any insolvency situations, as per Art. 2359 of the Italian Civil Code, with participants in this notice and non-accountability of projects at a single decision-making body on the basis of univocal elements;
- e) compliance with social security and safety needs and regulations as per local laws, and full application of all employment regulations as well as of all current regulations pertaining to national employment contracts;
- f) ability to show a profit and loss account for the previous three-year period (2004-2005-2006) for at least € 25.000.000,00 related to the specific sector.

Projects may also be submitted by Tour Operator Groups or Co-operators. In such cases, requirements from point a) to point e) will need to be fulfilled by all companies in the group or co-operative.

In a Group case, the requirement specified at point f) will have to be fulfilled by the head company for at least 60%, and by each secondary company by at least 20%; in a Co-operative case the same requirement will have to be fulfilled by co-operating companies carrying out the project.

In cases of Groups or Co-operatives which are not constituted yet, the submitted project will need to be signed by all operators constituting temporary Groups or co-operating entities.

In cases of Groups or Co-operatives which are not constituted yet, moreover, operators will also declare their commitment, if they win the tender bid, to collectively put in charge one operator, which will be identified at the time of drafting the project as operational partner, and which will sign the contract for and on behalf of both themselves and the participating entities.

#### **ART. 4 - SUBMITTING A PROJECT**

Any operator intending to respond to this notice will have to address by any means, **no later than 12:00pm of 31 August 2007**, a closed and sealed envelope, showing the sender's address, and including the wording:

***“Progetti di co-marketing in qualità di partner della Regione Campania. Tour operator” NON APRIRE<sup>1</sup>***

to the address below:

**Regione Campania  
Settore Sviluppo e Promozione Turismo  
Centro Direzionale - Isola C5, V piano  
80143 - Napoli  
ITALY**

For any issue, the receipt date stamped by the Tourism Development and Promotion Department will be retained as valid. The mailing date on the stamp will not be considered.

The Regional Administration, while it allows for hand delivery of envelopes and parcels at its own offices, declines any responsibility for delayed or missed delivery.

Each envelope will need to include the following documents. **NOTE: non-complying applications will be discarded.**

- 1) Application letter, typed in Italian, signed by the legal representative of the company or, in case of group or co-operative, by legal representatives of grouped or co-operating companies. The application will have to be drafted as per document A) “DOMANDA” enclosed to this notice, which is an integral part thereof;
- 2) copy of valid ID of applicant(s);
- 3) certificate of enrolment in the local Chamber of Commerce showing at least a three-year activity as a “Tourism and Travel Agency and Tour Operator”, or equivalent document or declaration, for any entities that are not subject to being enrolled to such institutions, or not based in Italy.
- 4) authorization to perform “Tourism and Travel Agency and Tour Operator” activity(ies);
- 5) co-marketing project drafted in Italian in compliance with B) Project Form 1, enclosed to this notice, which is an integral part thereof;
- 6) document providing evidence of the payment of the contribution pursuant to Article 5 below made to the Supervisory Authority for Public Contracts (Works, Services and Supply);
- 7) certificate of establishment of the group or co-operative (for existing groups or co-operatives);
- 8) specific power of attorney, if the application and the project are submitted by an individual entrusted with that task.

Documents specified at points 3), 4), 6) and 7) will have to be translated into Italian and certified as matching the original language text by the Italian consular authorities in the country where the company is located, or by an official translator (art. 33 para. 3 of Italian Decree no. 445/2000). Signatures on documents will need to be legalized by the Italian consulate in the respective foreign country (art. 33 para. 2 of Italian Decree no. 445/2000) or by means of Apostilles; in the latter case, the Apostilles will need to be translated as mentioned above. Legalization and translation requirements are not mandatory if any specific laws or international agreements are in force; in this case, it is necessary to quote the specific agreement.

#### **ART. 5 - FULFILMENT OF OBLIGATIONS BY PARTICIPANTS**

The economic operators that intend to participate to this procedure (Codice Identificativo Gara - CIG no. 0059526268) must pay the contribution of € 30.00 to the Supervisory Authority for Public Contracts (Works, Services and Supply) before submitting the offer, as follows:

1. Online payment by connecting to the “Sistema di riscossione” web portal at the address <http://riscossione.avlp.it>, following the instructions available on the portal. As evidence of the payment made, the offer must be submitted by the participants with a printed copy of the confirmation email transmitted by the collection system.

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<sup>1</sup> Translator's Note: “Co-marketing projects in partnership with Regione Campania. Tour Operators” DO NOT OPEN.

2. Payment in giro account no. 73582561, registered under "AUT.CONTR.PUBB." Via di Ripetta, 246, 00186 Rome (Tax code no. 97163520584), at any post office. The description of the payment must state only:

- the tax code of the participant;
- the CIG identifying the procedure.

As evidence of the payment made, the offer must be submitted by the participant with the original payment receipt or a photocopy of the latter with a declaration of authenticity as well as the copy of a valid identity document.

The details of the payment made at the post offices or by international bank transfer must be communicated to the online collection system at the address <http://riscossione.avlp.it>. For further information or explanations contact the guides to the AVCP Collection Service at the address <http://riscossione.avlp.it/guida.jsp>.

#### ART. 6 - CRITERIA FOR PROJECT EVALUATION

Projects will be evaluated and selected on the basis of the following criteria:

1. quality, feasibility and effectiveness of project	Max 20 points
2. increase in number of tourists: a. low season (January, February, March, October and November); b. interior locations in the Campania Region, and in general at less-known destinations;	Max 20 points
3. number of copies of co-marketing material made and distributed	Max 15 points
4. marketing strategy of packages defined in the co-marketing project	Max 20 points
5. Co-financing of applicant: • 0% to 50% Co-financing: 0 points • 51% to 60% Co-financing: 5 points • 61% to 70% Co-financing: 10 points • 71% to 80% Co-financing: 15 points • 81% to 90% Co-financing: 20 points • 91% to 99% Co-financing: 25 points (co-financing percentage will be rounded down to units)	Max 25 points

#### ART. 7 - SELECTION OF PROJECTS

A specific Commission, directly appointed by the Chairman of the Tourism Development and Promotion Department, will:

- verify conformity of all required documents specified at art. 4 of this notice, as well as compliance with all entry requirements specified at art. 3 of this notice;
- if all verifications prove positive, evaluate projects by assigning points on the basis of the criteria specified at art. 6;
- draft a classification on the basis of the above points. For equal score, the project will be preferred which scored best at points 1. and 4. If the score is still equal, lots will be drawn in the presence of the parties in question.

Submission of projects does not imply any compensation on the part of the Regional Administration. Submitted projects will not be returned.

The Regional Administration reserves the right not to select any project scoring less than 50 points.

The Regional Administration also reserves the rights:

- to carry out the selection activity also in presence of only one valid project;
- not to select any project in case none of the submitted projects are considered fitting or appropriate.

#### ART. 8 - VERIFICATION OF REQUIREMENTS

The validity of project classification, selected as per art. 7, is subject to verification of entry requirements as per art. 3 of this notice.

All entities which submitted projects that were included in the project classification, within 10 days of communication of project selection or other date specified by the Regional Administration, will have to send all documents proving the specified requirements to the Tourism Development and Promotion Department. More specifically, profit and loss accounts (or equivalent documents in the case of foreign companies) will have to be provided in order to prove management effectiveness for the years 2004, 2005 and 2006. For companies not registered in Italy, the above documents will have to be translated into Italian and certified as matching the original language text by the Italian consular authorities in the country where the company is located, or by an official translator (art. 33 para. 3 of Italian Decree no. 445/2000). Signatures on documents will need to be legalized by the Italian consulate in the respective foreign country (art. 33 para. 2 of Italian Decree no. 445/2000) or by means of Apostilles; in the latter case, the Apostilles will need to be translated as mentioned above. Legalization and translation requirements are not mandatory if any specific laws or international agreements are in force; in this case, it is necessary to quote the specific agreement.

#### **ART. 9 - PARTNERSHIP**

Once the verification process is carried out as per previous article, selected and top-ranked projects will be carried out by the applicant in partnership with the Regional Administration.

Operators that will be contacted by the Regional Administration in order to proceed with carrying out the submitted co-marketing project will be present at the time and place indicated by the Regional Administration for a specific meeting between the Tourism Development and Promotion Department and the selected operator in order to:

- agree on any modifications to the submitted project, not altering its nature, in compliance to the needs expressed by the Tourism-Related Local Administration;
- define in detail the project to carry out, including related financial aspects;
- establish communication guidelines in tune with current activities by the Regional Administration;
- agree on the schedule of activities;
- identify any other parties, whether public or private, with proven technical and technological skills, with whom the selected operator commits to collaborate based on specified methods.

Such negotiation phase is mandatory in order to proceed with carrying out the selected project.

The partnership between selected parties and the Regional Administration will be administered in detail by means of a specific agreement.

The Regional Administration reserves the right to require the start of the actual project while the specific agreement is being drafted or signed. In such case, if the selected partner is then voided, the Regional Administration will only compensate them for the actual services offered, upon verifying compliance of same to the submitted project.

Signature of the agreement, however, is also subject to positive outcome of procedures related to legislation in force against Mafia.

The Regional Administration reserves the right to declare void the selected party if:

- a) the party cannot prove the entry requirements for this notice;
- b) is not present at the time and place indicated by the Regional Administration for the above specific meeting, or does not provide a suitable explanation;
- c) is not present at the time and place set for the signature of the agreement, or does not provide a suitable explanation;
- d) resigns from carrying out the activities;

The selected party may not hand over the agreement to a third party or appoint a third party to carry out the submitted project. Such actions immediately void the agreement, and give the Campania Regional Administration to legally proceed for damages.

#### **ART. 10 - DEPOSIT**

Within the terms scheduled for the signature of the agreement, and however before the start of the project, the selected party will have to pay an appropriate sum as final deposit corresponding to 10% of the amount to be paid by the Regional Administration by bank guarantee (granted by Banks specified in the "Testo Unico Bancario" Italian Banking Law, approved by Italian Decree no. 385/93 and subsequent amendments) or insurance policy (granted by insurance companies properly authorized for risk management in compliance with Italian Decree 13.02.1959 no. 449 and subsequent amendments), or policy granted by a brokerage firm enrolled in the official register specified in para. 107 of Italian Decree no. 385/93 and subsequent amendments, exclusively or mainly issuing guarantees in compliance to authorizations by the Italian Treasury. The bank guarantee must expressly feature:

- renouncing to the option of initial examination of the main debtor;
- renouncing to the exception specified at article no. 1957, para. 2, of the Civil Code;

- direct availability of the same guarantee within fifteen days of written request by the Regional Administration.

The amount of the guarantee will need to be supplemented by the selected party if, during carrying out of the agreement, it has been partially or totally confiscated by the Regional Administration.

#### **ART. 11 - RESOURCES PROVIDED BY THE REGIONAL ADMINISTRATION TO CARRY OUT SELECTED CO-MARKETING PROJECTS**

The Regional Administration sets a budget of € 2.000.000,00 for co-financing top-ranked co-marketing projects.

The Regional Administration will finance a maximum of 50% of the total value of each selected project, however up to the total available resources, for a maximum co-financing amount of € 200.000,00.

#### **ART. 12 - METHOD OF FINANCING**

Selected projects will be financed using resources specified in plan 4.7 of the P.O.R. Campania 2000-2006.

#### **ART. 13 - MANAGEMENT OF PERSONAL INFORMATION**

The Campania Regional Administration will only use information pertaining to the interest in such projects to manage any subsequent agreements, in order to fulfil its institutional duties, as set forth in the Regional Statute and in Regional Law 11/91 and subsequent amendments.

Obtaining such information is necessary to manage agreements, orders, arrivals, shipments and invoices, as well as to comply with obligations deriving from civil and tax laws and regulations.

To the above ends, the Campania Regional Administration saves the applicants' personal information in computer and paper files and strictly uses such details for the specified purposes.

The above details will not be transmitted or communicated abroad.

All the above information may be used by employees of the Campania Regional Administration in charge of information management procedures, in order to carry out above-mentioned activities.

Moreover, the Campania Regional Administration may disclose some personal information to Public Authorities and to its Financial Administration, in compliance with legal obligations. Such Institutions will act as specific "Holders" of information management activities.

Art. 7 of Italian Decree no. 196/03 grants each individual several rights, including:

- the right to be informed by the Campania Regional Administration of one's own stored personal information, and to receive such stored information in an understandable format;
- the right to be informed of the source of the information, of the purpose and methods of information management, and of the inherent logic;
- the right to obtain personal details of the information Holder and Managers;
- the right to be informed of any parties to which personal information may be disclosed;
- the right to obtain deletion, modification to make anonymous or interruption of information not managed in compliance with the law;
- the right to obtain update, modification or, if interested, integration of information;
- the right to deny information management for applicable reasons.

The managing entity is Regione Campania - Area Generale di Coordinamento "Sviluppo Attività del Settore Terziario" - Settore Sviluppo e Promozione Turismo - Centro Direzionale isola C/5, 5° piano 80143- Napoli.

To know more on exerting rights specified in art. 7 of Italian Decree no. 196/03, please contact the Managing entity at any time to obtain full details of how provided personal information is managed.

#### **ART. 14 - REGIONAL ADMINISTRATION RIGHTS**

The Campania Region, without incurring in any responsibilities with the participating parties, reserves the right, at own discretion, to suspend and/or nullify this notice at any time, whether due to external factors or to own judgment. Moreover, the Administration reserves the right not to proceed with any selection activities for reasons of public interest.

In case the above situations happen, no compensation will be due to the applicants for any expenses incurred in order to apply because of this notice.

The Region Campania reserves the right to extend, or to renew up to three times, the partnership in questions for the same specified amount.

#### **ART. 15 - ADVERTISING**

This notice, along with enclosed documents, will be published on the Official Bulletin of the Campania Region, and may be consulted on the website [www.turismoregionecampania.it](http://www.turismoregionecampania.it) and on the institutional website [www.regione.campania.it](http://www.regione.campania.it).

An extract of this notice will be published on the Official Journal of the Republic of Italy, as well as on three national newspapers.

**ART. 16 - NOTICE MANAGER**

The Manager in charge of this notice is Mr. Paolo Di Virgilio: phone +39-081-7968554, Fax +39-081-7968528; e-mail [p.divirgilio@maildip.regione.campania.it](mailto:p.divirgilio@maildip.regione.campania.it)

**APPLICATION FORM INCLUDING DECLARATION RELEASED ALSO PURSUANT TO ARTICLES 46 AND 47 OF ITALIAN DECREE NO. 445/2000.**

*The following declaration must be provided by the applicant according to guidelines included in the Notice of Interest and related enclosures.*

*It is hereby reminded that false statements:*

*a) determine consequences, responsibilities and sanctions specified in articles 75 and 76 of Italian Decree no. 445/2000;*

*b) constitute grounds for dismissal from participating in tender bids for any type of project.*

*With regard to the factuality of provided information, the organizing Administration reserves the right to proceed with appropriate verification, also on a sample basis.*

*Applicants may not replace certificates and statements by means of copies or photocopies not certified according to articles 18 and 19 of Italian Decree no. 445/2000.*



**Application to enter Public Notice Bid - Interest in submitting co-marketing projects as partner of the Campania Region - Tour Operators - on the basis of plan 4.7 of POR Campania 2000-2006.**

The undersigned \_\_\_\_\_, born in \_\_\_\_\_ on \_\_\_\_\_, residing for the position at the legal seat mentioned below, acting as \_\_\_\_\_ and legal representative of \_\_\_\_\_, seated in \_\_\_\_\_, at \_\_\_\_\_, Italian Fiscal Code no. \_\_\_\_\_ VAT number \_\_\_\_\_ (representing Temporary Group or Co-operative \_\_\_\_\_ [*please state name of group*] with companies \_\_\_\_\_, in which framework the entity \_\_\_\_\_ will be considered as leading company), heretofore referred to as "**Company**",

pursuant to article 76 of Italian Decree no. 445/2000 and subsequent amendments, being aware of personal responsibilities and civil and criminal legal consequences applicable in case of false statements and/or production or use of counterfeit certification, as well as submission of certification which no longer reflect a current status, and also aware that in case the untruthfulness in this declaration is found, the applicant company will no longer enjoy the benefits for which this is released, for participation in Public Notice for Tender Bid - Interest in submitting co-marketing projects as partner of the Campania Region - Tour Operators, on the basis of plan 4.7 of POR Campania 2000-2006".

#### DECLARES

1. to have fully read and understood the public notice, the related enclosures and, particularly, the conditions for entering the selection, and to fully accept such conditions;
2. that the company's legal representatives are: (list legal representatives by stating last name, first name, date of birth, place of birth, residence);
3. that the company is not under insolvency conditions, winding-up, deed of arrangement, and that it is not currently being declared as in any of the above statuses;
4. that for the following individuals (*business owner or technical manager in the case of sole ownership; the shareholder or technical manager in the case of a co-partnership, general partners or technical manager in the case of a general partnership, representing administrators or technical manager in the case of other type of company*) there are currently no lawsuits pending either for the application of any prevention measures specified in article 3 of Italian Law 27 December 1956, no. 1423 or for any impeding causes specified in article 10 of Italian Law 31 May 1965, no. 575;
5. that for the following individuals (*business owner or technical manager in the case of sole ownership; the shareholder or technical manager in the case of a co-partnership, general partners or technical manager in the case of a general partnership, representing administrators or technical manager in the case of other type of company or group. In any case, dismissal and prevention also apply for individuals who acted in such positions in the previous three years as compared to the date of issuance of the notice, if the company cannot prove that they adopted actions or measures to utterly distance themselves from the behavior sentenced as criminal; however, the application of article 178 of Criminal Law and of article 445, para. 2, of Criminal Procedure Law*) no final sentence of guiltiness has been issued, or irrevocable criminal guiltiness decree, or sentence of punishment on request, pursuant to article 444 of Criminal Procedure Law, for serious offences to the State or the Community impacting on professional morality; it is however grounds for dismissal the final sentence of conviction for one or more crimes of criminal organization, corruption, fraud, money laundering, such as those defined by Community Acts of Law specified in article 45, para. 1, EC Directive 2004/18;
6. not to have violated the prohibition of trust company registration set forth in article 17 of the Italian Law 19 March 1990, no. 55;
7. that the company has not been found in serious non-compliance with job safety regulations and any other employment-related obligation;

8. that the company has not been ascribed any malpractice or bad faith in carrying out tasks entrusted by the Regional Administration and that it has not committed a serious error in carrying out its business activity, as ascertained by any means by the Regional Administration;
9. that the company has not been found in violation of non-payment of taxes and duties, according to Italian Law or to own country's laws;
10. that in the year preceding the date of issuance of this notice no false statements were given with regard to requirements and relevant conditions to participate in tender bids;
11. that the company has not been found in serious violation of social security and safety needs and regulations, according to Italian Law or to own country's laws;
12. *(for companies with up to 15 employees, ad for companies with 15 to 35 employees having not carried out any new recruitment since 18 January 2000)* that they are not subject to rules of compulsory employment as per Italian Law no. 68/1999;  
or alternately,  
*(for companies with more than 35 employees and for companies with 15 to 35 employees having carried out new recruitment since 18 January 2000)* that they are compliant with regulations defining the right to work for disabled people as in Italian Law no. 68/1999, and specifies that appropriate certification may be requested at the Municipality of \_\_\_\_\_;
13. that for the company no exclusion sentence has been applied as in article 9, para. 2, item c), of Italian Decree 8 June 2001 no. 231 or other sanction determining the prohibition to contract with the public administration;
14. that the company is in full compliance for all its employees with all national and local employment regulations as well as of all current regulations pertaining to national employment contracts;
15. that the company shows a turnover for the three previous years (2004-2005-2006) of at least € 25.000.000,00 related to the specific sector;
16. **(in the case of temporary groups of companies still to be constituted)** to commit to collectively put in charge one operator, which will be identified at the time of drafting the project as operational partner, and which will sign the contract for and on behalf of both themselves and the participating entities. The mandate must consist in a written agreement. The related power of attorney is conferred to the legal representative of the operator in charge. The mandate is free of charge and irrevocable, and its repeal for good cause has no effect on the organizing party.
17. **(for companies within groups only)** to be a shareholder, and that the group companies are \_\_\_\_\_ and that the group participates in this bid along with the following companies within the group \_\_\_\_\_ which will carry out the requested activities;
18. that the company itself will not participate in this bid as a partnership;
19. that the company has not submitted an application for the above notice either by itself or within a Group or Co-operative, and that it will not participate in several Groups or Co-operatives;
20. that the company will not submit any projects for the above notice, either by itself or within a Group or Co-operative, if another company being controlled and otherwise related according to Art. 2359 of the Civil Code participates in the same notice, either by itself or within a Group or Co-operative;
21. to accept that no compensation will be due by the Regional Administration in the case of suspension and/or nullification of this notice whether due to external factors or to own judgment, or if the Administration does not proceed with any selection activities for reasons of public interest;
22. to commit to pay, in case the company is selected and however before the start of the project, a deposit of 10% of the amount of co-financing by the Regional Administration as a guarantee for partial or total failure to comply with contractual obligations;
23. that the submitted project has not benefited from any other regional, national or Community funding;
24. that previously no co-marketing initiatives have been selected and/or funded and/or carried out, in partnership with the Regional Administration, featuring identical or similar content to the enclosed project;
25. that the company has the following INPS social security registration number \_\_\_\_\_ and that the related INPS branch of reference is \_\_\_\_\_;
26. that the company has the following INAIL social security registration number \_\_\_\_\_ and that the related INAIL branch of reference is \_\_\_\_\_;
27. that the related Revenue Agency Office of reference is \_\_\_\_\_;
28. that, for receiving any communication pertaining to the notice in subject the following mailing address is selected: (town, ZIP) \_\_\_\_\_ Street \_\_\_\_\_, no. \_\_\_\_, phone \_\_\_\_\_,

fax \_\_\_\_\_; e-mail \_\_\_\_\_; contact name (*last name, first name, position*) \_\_\_\_\_;

29. to be informed, pursuant to Art. 13 of Italian Decree 30 June 2003, no. 196, that personal information is only managed, also by means of computer systems, within the process related to this application;
30. that the company is available, if the submitted project is selected, to start carrying out the same project also while the specific agreement is being drafted or signed;
31. to be aware that, in case the untruthfulness in this declaration is found, the applicant company will be dismissed from the tender bid, or, if selected, will be dismissed from the selection, which will be voided and/or cancelled.

On the basis of all the above, the undersigned, acting as \_\_\_\_\_ and legal representative of the company \_\_\_\_\_,

### REQUESTS

to participate in the Public Notice - Interest in submitting co-marketing projects as partner of the Campania Region - Tour Operators - on the basis of plan 4.7 of POR Campania 2000-2006

Place \_\_\_\_\_ Date \_\_\_\_\_

Signature<sup>2</sup>

\_\_\_\_\_

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<sup>2</sup> Please attach copy of a valid ID of applicant.

**FORM 1 - PROJECT DESCRIPTION - TOUR OPERATORS**

- 1. Introduction of applicant**
- 2. Project description including goals and strategy by means of adequate documentation**
- 3. Definition of project features, more specifically:**
  - increase in number of tourists:
    - low season (January, February, March, October and November)
    - interior locations in the Campania Region, and in general at less-known destinations
  - features showing the advantage for each partner from carrying out the project together
  - number of copies of co-marketing material made and distributed
  - marketing strategy of packages defined in the co-marketing project
- 4. Total project value, detailed financial aspects, co-financing by the applicant**
- 5. Schedule of activities.**

**Signature of Legal Representative**



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The document in Italian is the only official text. This document in English is unofficial and was written only to help the participants.

**REGIONE CAMPANIA  
AGC 13 “DEVELOPMENT OF TERTIARY ACTIVITIES”  
“DEVELOPMENT AND PROMOTION OF TOURISM”  
C/5 MANAGEMENT SECTOR - 80143 - NAPLES, ITALY**

**- PUBLIC NOTICE -  
INTEREST IN SUBMITTING CO-MARKETING PROJECTS  
AS PARTNER OF THE CAMPANIA REGION  
- AIRLINES -**

**ART. 1 - FOREWORD**

Tourism is one of the most important industries in Italy, specifically and most importantly in the Campania Region. Among its economic policy goals, the Campania Regional Administration includes maintaining the Region’s competitiveness as compared to its main competitors, as well as reaching for new goals in terms of growth and development. The demand of tourism-related and leisure-related services has increased substantially, and at the same time it has encouraged an ever more differentiated and competitive offer; it is often the offer itself that, being animated by innovation and creativity, tends to create new demand and new needs.

The Campania Region, thanks to its artistic, cultural and land-related heritage, has the potential to become a top destination, a region that can accommodate culture-related tourism and leisure at the same time. In this perspective, there is a need to identify integrated tourist routes featuring the traditional heritage of sea destinations and beaches as well as historical centers and culture-related destinations, while also involving the various other activities (thermal baths, wines and food products, environment-related industry, religious activities and locations, etc.).

In today’s global competition context showing swift, unexpected change and a growing complexity both in terms of the tourist demand (more and more sophisticated and changing needs), and of the offer (need for increased professionalism, collaboration between operators, both vertically, i.e. between suppliers and clients, and horizontally, i.e. between competitors), institutions are called to put strategies into action in order to quickly respond to an ever-changing market.

Leisure time has proven to become “consumption” as well as a response to each individual’s need for knowledge and culture: therefore, it is necessary to promote a land’s tourist destinations and landmarks as if they were “products” to be placed on the market, in order to respond to the “consumers” needs.

The Regional Administration, therefore, as the institution in charge of promoting the Region as a tourist destination on the national and international markets, should:

- be aware of the market demand;
- adopt new promotional strategies to place the “Campania” product.

“Product-related promotion” encouraged by the Regional Administration:

- is more generally related to “promoting the tourist-related image of the Campania Region” which is aimed at defining, improving and affirming features of dependability, prestige, trust and, as a whole, of the image that the demand market identifies with both the brand and all products offered by the Region seen as a tourist destination;
- globally covers all regional products and services, while aiming both at strengthening the knowledge of more prestigious and well-known products and at proposing new products on the leisure market, so as to not only benefit from the existing flow of tourists but also to encourage and develop any new and fresh tourist flow;
- contribute to building awareness of the “umbrella brand” that the Region adopted in order to define and determine an identifiable image for the global leisure-related offer.

Among its promotional activities, co-marketing partnership constitutes a fundamental boost for defining and implementing proactive competitive strategies which are necessary to showcase the foundation elements of the competitive edge. Indeed, co-marketing allows two or more private and/or public operators to team up and carry out analytical, strategic and operational marketing activities in order to

reach compatible goals, be they common or individual. Promotion-related co-marketing allows partners to become more visible on various media types and/or to take advantage of their mutual tasks/resources in order to make any region or any promotional activity more attractive.

#### **ART. 2 - PURPOSE OF NOTICE, GOALS**

This public notice is set forth in order to gather co-marketing projects from Airlines. Such projects will be developed in partnership with the Campania Region, will be aimed at developing, consolidating and promoting activities allowing for increased flights for an increased flow of tourists to the Campania Region, while promoting the Campania Region as a destination and at increasing the number of incoming tourists from target markets, both nationwide and abroad, already identified on the basis of strategic documents drafted by the Tourism-Related Local Administration (Italy, US, Russia, Germany, UK, France, Spain, Japan, India and China) or still to be identified on the basis of new and updated promotion needs for the "Campania" product.

Co-marketing projects will necessarily allow to attain the following required benefits:

- economic benefits, or however measurable benefits, deriving from increased flows or from increased leisure-related stay in the region as compared to the status before the agreement (increasing the number of leisure packages and the number of tourists, while aiming at decreasing "off-peak periods" and therefore targeting currently unattended segments and/or implementing more penetrating policies in attended segments, reducing management costs and carrying out promotional activities, risk management, etc.);
- competitiveness-related benefits from improving the market positioning that the brand may achieve on the basis of the agreement (entering new competitive markets, increased collaboration with distribution channels, strengthening marketing and communication activities, etc.);
- non-material benefits related to all activities that may increase the value of brands involved in the project (increased brand visibility, improved overall image of the region, better knowledge, attitude and behavior on the part of potential customer/tourist by means of knowledge-related and perception-related processes, etc.).

#### **ART. 3 - ADDRESSEES OF NOTICE, REQUIREMENTS TO ENTER**

Italian and foreign Airlines are allowed to submit projects as long as they comply to the following requirements at the expiration date of this notice:

- a) enrolment in the local Chamber of Commerce showing activity as "Airline", or equivalent document or declaration, for any entities that are not subject to being enrolled to such institutions, or not based in Italy;
- b) authorization to fly in the European Union airspace;
- c) ability to contract with the public administration;
- d) non-existence of any insolvency situations, as per Art. 2359 of the Italian Civil Code, with participants in this notice and non-accountability of projects at a single decision-making body on the basis of univocal elements;
- e) compliance with social security and safety needs and regulations as per local laws, and full application of all employment regulations as well as of all current regulations pertaining to national employment contracts;

Projects may also be submitted by Airline Groups or Co-operators. In such cases, requirements from point a) to point e) will need to be fulfilled by all companies in the group or co-operative.

In cases of Groups or Co-operatives which are not constituted yet, the submitted project will need to be signed by all operators constituting temporary Groups or co-operating entities.

In cases of Groups or Co-operatives which are not constituted yet, moreover, operators will also declare their commitment, if they win the tender bid, to collectively put in charge one operator, which will be identified at the time of drafting the project as operational partner, and which will sign the contract for and on behalf of both themselves and the participating entities.

#### **ART. 4 - SUBMITTING A PROJECT**

Any operator intending to respond to this notice will have to address by any means, **no later than 12:00pm of 31 August 2007**, a closed and sealed envelope, showing the sender's address, and including the wording:

**"Progetti di co-marketing in qualità di partner della Regione Campania. Vettori Aerei" NON APRIRE<sup>1</sup>**  
to the address below:

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<sup>1</sup> Translator's Note: "Co-marketing projects in partnership with Regione Campania. Airlines" DO NOT OPEN.

**Regione Campania**  
**Settore Sviluppo e Promozione Turismo**  
**Centro Direzionale - Isola C5, V piano**  
**80143 - Napoli**  
**ITALY**

For any issue, the receipt date stamped by the Tourism Development and Promotion Department will be retained as valid. The mailing date on the stamp will not be considered.

The Regional Administration, while it allows for hand delivery of envelopes and parcels at its own offices, declines any responsibility for delayed or missed delivery.

Each envelope will need to include the following documents. **NOTE: non-complying applications will be discarded.**

- 1) Application letter, typed in Italian, signed by the legal representative of the company or, in case of group or co-operative, by legal representatives of grouped or co-operating companies. The application will have to be drafted as per document A) "DOMANDA" enclosed to this notice, which is an integral part thereof;
- 2) copy of valid ID of applicant(s);
- 3) certificate of enrolment in the local Chamber of Commerce showing at least a three-year activity as "Airline", or equivalent document or declaration, for any entities that are not subject to being enrolled to such institutions, or not based in Italy.
- 4) authorization to fly in the European Union airspace;
- 5) co-marketing project drafted in Italian in compliance with B) Project Form 1, enclosed to this notice, which is an integral part thereof;
- 6) document providing evidence of the payment of the contribution pursuant to Article 5 below made to the Supervisory Authority for Public Contracts (Works, Services and Supply);
- 7) certificate of establishment of the group or co-operative (for existing groups or co-operatives);
- 8) specific power of attorney, if the application and the project are submitted by an individual entrusted with that task.

Documents specified at points 3), 4), 6) and 7) will have to be translated into Italian and certified as matching the original language text by the Italian consular authorities in the country where the company is located, or by an official translator (art. 33 para. 3 of Italian Decree no. 445/2000). Signatures on documents will need to be legalized by the Italian consulate in the respective foreign country (art. 33 para. 2 of Italian Decree no. 445/2000) or by means of Apostilles; in the latter case, the Apostilles will need to be translated as mentioned above. Legalization and translation requirements are not mandatory if any specific laws or international agreements are in force; in this case, it is necessary to quote the specific agreement.

#### **ART. 5 - FULFILMENT OF OBLIGATIONS BY PARTICIPANTS**

The economic operators that intend to participate to this procedure (Codice Identificativo Gara - CIG no. 0059557BFA) must pay the contribution of € 30.00 to the Supervisory Authority for Public Contracts (Works, Services and Supply) before submitting the offer, as follows:

1. Online payment by connecting to the "Sistema di riscossione" web portal at the address <http://riscossione.avlp.it>, following the instructions available on the portal. As evidence of the payment made, the offer must be submitted by the participants with a printed copy of the confirmation email transmitted by the collection system.
2. Payment in giro account no. 73582561, registered under "AUT.CONTR.PUBB." Via di Ripetta, 246, 00186 Rome (Tax code no. 97163520584), at any post office. The description of the payment must state only:
  - the tax code of the participant;
  - the CIG identifying the procedure.

As evidence of the payment made, the offer must be submitted by the participant with the original payment receipt or a photocopy of the latter with a declaration of authenticity as well as the copy of a valid identity document.

The details of the payment made at the post offices or by international bank transfer must be communicated to the online collection system at the address <http://riscossione.avlp.it>. For further information or explanations contact the guides to the AVCP Collection Service at the address <http://riscossione.avlp.it/guida.jsp>.

## ART. 6 - CRITERIA FOR PROJECT EVALUATION

Projects will be evaluated on the basis of the following requirements:

1. quality, feasibility and effectiveness of project	Max 20 points
2. increase in number of tourists in low season (January, February, March, October and November);	Max 20 points
3. opening new routes to the Campania Region from the target markets	Max 15 points
4. promotion strategy of activities defined in the co-marketing project	Max 20 points
5. Co-financing of applicant: <ul style="list-style-type: none"><li>• 0% to 50% Co-financing: 0 points</li><li>• 51% to 60% Co-financing: 5 points</li><li>• 61% to 70% Co-financing: 10 points</li><li>• 71% to 80% Co-financing: 15 points</li><li>• 81% to 90% Co-financing: 20 points</li><li>• 91% to 99% Co-financing: 25 points</li></ul> (co-financing percentage will be rounded down to units)	Max 25 points

## ART. 7 - SELECTION OF PROJECTS

A specific Commission, directly appointed by the Chairman of the Tourism Development and Promotion Department, will:

- verify conformity of all required documents specified at art. 4 of this notice, as well as compliance with all entry requirements specified at art. 3 of this notice;
- if all verifications prove positive, evaluate projects by assigning points on the basis of the criteria specified at art. 6;
- draft a classification on the basis of the above points. For equal score, the project will be preferred which scored best at points 1. and 4. If the score is still equal, lots will be drawn in the presence of the parties in question.

Submission of projects does not imply any compensation on the part of the Regional Administration. Submitted projects will not be returned.

The Regional Administration reserves the right not to select any project scoring less than 50 points.

The Regional Administration also reserves the rights:

- to carry out the selection activity also in presence of only one valid project;
- not to select any project in case none of the submitted projects are considered fitting or appropriate.

## ART. 8 - VERIFICATION OF REQUIREMENTS

The validity of project classification, selected as per art. 6, is subject to verification of entry requirements as per art. 3 of this notice.

All entities which submitted projects that were included in the project classification, within 10 days of communication of project selection or other date specified by the Regional Administration, will have to send all documents proving the specified requirements to the Tourism Development and Promotion Department. For companies not registered in Italy, the above documents will have to be translated into Italian and certified as matching the original language text by the Italian consular authorities in the country where the company is located, or by an official translator (art. 33 para. 3 of Italian Decree no. 445/2000). Signatures on documents will need to be legalized by the Italian consulate in the respective foreign country (art. 33 para. 2 of Italian Decree no. 445/2000) or by means of Apostilles; in the latter case, the Apostilles will need to be translated as mentioned above. Legalization and translation requirements are not mandatory if any specific laws or international agreements are in force; in this case, it is necessary to quote the specific agreement.

## ART. 9 - PARTNERSHIP

Once the verification process is carried out as per previous article, selected and top-ranked projects will be carried out by the applicant in partnership with the Regional Administration.

Operators that will be contacted by the Regional Administration in order to proceed with carrying out the submitted co-marketing project will be present at the time and place indicated by the Regional Administration for a specific meeting between the Tourism Development and Promotion Department and the selected operator in order to:



- agree on any modifications to the submitted project, not altering its nature, in compliance to the needs expressed by the Tourism-Related Local Administration;
- define in detail the project to carry out, including related financial aspects;
- establish communication guidelines in tune with current activities by the Regional Administration;
- agree on the schedule of activities;
- identify any other parties, whether public or private, with proven technical and technological skills, with whom the selected operator commits to collaborate based on specified methods.

Such negotiation phase is mandatory in order to proceed with carrying out the selected project.

The partnership between selected parties and the Regional Administration will be administered in detail by means of a specific agreement.

The Regional Administration reserves the right to require the start of the actual project while the specific agreement is being drafted or signed. In such case, if the selected partner is then voided, the Regional Administration will only compensate them for the actual services offered, upon verifying compliance of same to the submitted project.

Signature of the agreement, however, is also subject to positive outcome of procedures related to legislation in force against Mafia.

The Regional Administration reserves the right to declare void the selected party if:

- a) the party cannot prove the entry requirements for this notice;
- b) is not present at the time and place indicated by the Regional Administration for the above specific meeting, or does not provide a suitable explanation;
- c) is not present at the time and place set for the signature of the agreement, or does not provide a suitable explanation;
- d) resigns from carrying out the activities.

The selected party may not hand over the agreement to a third party or appoint a third party to carry out the submitted project. Such actions immediately void the agreement, and give the Campania Regional Administration to legally proceed for damages.

#### **ART. 10 - DEPOSIT**

Within the terms scheduled for the signature of the agreement, and however before the start of the project, the selected party will have to pay an appropriate sum as final deposit corresponding to 10% of the amount to be paid by the Regional Administration by bank guarantee (granted by Banks specified in the "Testo Unico Bancario" Italian Banking Law, approved by Italian Decree no. 385/93 and subsequent amendments) or insurance policy (granted by insurance companies properly authorized for risk management in compliance with Italian Decree 13.02.1959 no. 449 and subsequent amendments), or policy granted by a brokerage firm enrolled in the official register specified in para. 107 of Italian Decree no. 385/93 and subsequent amendments, exclusively or mainly issuing guarantees in compliance to authorizations by the Italian Treasury. The bank guarantee must expressly feature:

- renouncing to the option of initial examination of the main debtor;
- renouncing to the exception specified at article no. 1957, para. 2, of the Civil Code;
- direct availability of the same guarantee within fifteen days of written request by the Regional Administration.

The amount of the guarantee will need to be supplemented by the selected party if, during carrying out of the agreement, it has been partially or totally confiscated by the Regional Administration.

#### **ART. 11 - RESOURCES PROVIDED BY THE REGIONAL ADMINISTRATION TO CARRY OUT SELECTED CO-MARKETING PROJECTS**

The Regional Administration sets a budget of € 1.000.000,00 for co-financing co-marketing projects ranked as per this notice.

The Regional Administration will finance a maximum of 50% of the total value of each selected project, however up to the total available resources, for a maximum co-financing amount of € 200.000,00.

#### **ART. 12 - METHOD OF FINANCING**

Selected projects will be financed using resources specified in plan 4.7 of the P.O.R. Campania 2000-2006.

#### **ART. 13 - MANAGEMENT OF PERSONAL INFORMATION**

The Campania Regional Administration will only use information pertaining to the interest in such projects to manage any subsequent agreements, in order to fulfil its institutional duties, as set forth in the Regional Statute and in Regional Law 11/91 and subsequent amendments.

Obtaining such information is necessary to manage agreements, orders, arrivals, shipments and invoices, as well as to comply with obligations deriving from civil and tax laws and regulations.

To the above ends, the Campania Regional Administration saves the applicants' personal information in computer and paper files and strictly uses such details for the specified purposes.

The above details will not be transmitted or communicated abroad.

All the above information may be used by employees of the Campania Regional Administration in charge of information management procedures, in order to carry out above-mentioned activities.

Moreover, the Campania Regional Administration may disclose some personal information to Public Authorities and to its Financial Administration, in compliance with legal obligations. Such Institutions will act as specific "Holders" of information management activities.

Art. 7 of Italian Decree no. 196/03 grants each individual several rights, including:

- the right to be informed by the Campania Regional Administration of one's own stored personal information, and to receive such stored information in an understandable format;
- the right to be informed of the source of the information, of the purpose and methods of information management, and of the inherent logic;
- the right to obtain personal details of the information Holder and Managers;
- the right to be informed of any parties to which personal information may be disclosed;
- the right to obtain deletion, modification to make anonymous or interruption of information not managed in compliance with the law;
- the right to obtain update, modification or, if interested, integration of information;
- the right to deny information management for applicable reasons.

The managing entity is Regione Campania - Area Generale di Coordinamento "Sviluppo Attività del Settore Terziario" - Settore Sviluppo e Promozione Turismo - Centro Direzionale isola C/5, 5° piano 80143- Napoli. To know more on exerting rights specified in art. 7 of Italian Decree no. 196/03, please contact the Managing entity at any time to obtain full details of how provided personal information is managed.

#### **ART. 14 - REGIONAL ADMINISTRATION RIGHTS**

The Campania Region, without incurring in any responsibilities with the participating parties, reserves the right, at own discretion, to suspend and/or nullify this notice at any time, whether due to external factors or to own judgment. Moreover, the Administration reserves the right not to proceed with any selection activities for reasons of public interest.

In case the above situations happen, no compensation will be due to the applicants for any expenses incurred in order to apply because of this notice.

The Region Campania reserves the right to extend, or to renew up to three times, the partnership in questions for the same specified amount.

#### **ART. 15 - ADVERTISING**

This notice, along with enclosed documents, will be published on the Official Bulletin of the Campania Region, and may be consulted on the website [www.turismoregionecampania.it](http://www.turismoregionecampania.it) and on the institutional website [www.regione.campania.it](http://www.regione.campania.it).

An extract of this notice will be published on the Official Journal of the Republic of Italy, as well as on three national newspapers.

#### **ART. 16 - NOTICE MANAGER**

The Manager in charge of this notice is Mr. Paolo Di Virgilio: phone +39-081-7968554, Fax +39-081-7968528; e-mail [p.divirgilio@maildip.regione.campania.it](mailto:p.divirgilio@maildip.regione.campania.it)

**APPLICATION FORM INCLUDING DECLARATION RELEASED ALSO PURSUANT TO ARTICLES 46 AND 47 OF ITALIAN DECREE NO. 445/2000.**

The following declaration must be provided by the applicant according to guidelines included in the Notice of Interest and related enclosures.

It is hereby reminded that false statement:

- a) determine consequences, responsibilities and sanctions specified in articles 75 and 76 of Italian Decree no. 445/2000;
- b) constitute grounds for dismissal from participating in tender bids for any type of project.

With regard to the factuality of provided information, the organizing Administration reserves the right to proceed with appropriate verification, also on a sample basis.

Applicants may not replace certificates and statements by means of copies or photocopies not certified according to articles 18 and 19 of Italian Decree no. 445/2000.

**Application to enter Public Notice Bid - Interest in submitting co-marketing projects as partner of the Campania Region - Airlines - on the basis of plan 4.7 of POR Campania 2000-2006.**

The undersigned \_\_\_\_\_, born in \_\_\_\_\_ on \_\_\_\_\_, residing for the position at the legal seat mentioned below, acting as \_\_\_\_\_ and legal representative of \_\_\_\_\_, seated in \_\_\_\_\_, at \_\_\_\_\_, Italian Fiscal Code no. \_\_\_\_\_ VAT number \_\_\_\_\_ (representing Temporary Group o Co-operative \_\_\_\_\_ [please state name of group] with companies \_\_\_\_\_, in which framework the entity \_\_\_\_\_ will be considered as leading company), heretofore referred to as “Company”,

pursuant to article 76 of Italian Decree no. 445/2000 and subsequent amendments, being aware of personal responsibilities and civil and criminal legal consequences applicable in case of false statements and/or production or use of counterfeit certification, as well as submission of certification which no longer reflect a current status, and also aware that in case the untruthfulness in this declaration is found, the applicant company will no longer enjoy the benefits for which this is released, for participation in Public Notice for Tender Bid - Interest in submitting co-marketing projects as partner of the Campania Region - Airlines, on the basis of plan 4.7 of POR Campania 2000-2006”.

**DECLARES**

1. to have fully read and understood the public notice, the related enclosures and, particularly, the conditions for entering the selection, and to fully accept such conditions;
2. that the company’s legal representatives are: (list legal representatives by stating last name, first name, date of birth, place of birth, residence);
3. that the company is not under insolvency conditions, winding-up, deed of arrangement, and that it is not currently being declared as in any of the above statuses;
4. that for the following individuals (business owner or technical manager in the case of sole ownership; the shareholder or technical manager in the case of a co-partnership, general partners or technical manager in the case of a general partnership, representing administrators or technical manager in the case of other type of company) there are currently no lawsuits pending either for the application of any prevention measures specified in article 3 of Italian Law 27 December 1956, no. 1423 or for any impeding causes specified in article 10 of Italian Law 31 May 1965, no. 575;
5. that for the following individuals (business owner or technical manager in the case of sole ownership; the shareholder or technical manager in the case of a co-partnership, general partners or technical manager in the case of a general partnership, representing administrators or technical manager in the case of other type of company or group. In any case, dismissal and prevention also apply for individuals who acted in such positions in the previous three years as compared to the date of issuance of the notice, if the company cannot prove that they adopted actions or measures to utterly distance themselves from the behavior sentenced as criminal; however, the application of article 178 of Criminal Law and of article 445, para. 2, of Criminal Procedure Law) no final sentence of guiltiness has been issued, or irrevocable criminal guiltiness decree, or sentence of punishment on request, pursuant to article 444 of Criminal Procedure Law, for serious offences to the State or the Community impacting on professional morality; it is however grounds for dismissal the final sentence of conviction for one or more crimes of criminal organization, corruption, fraud, money laundering, such as those defined by Community Acts of Law specified in article 45, para. 1, EC Directive 2004/18;
6. not to have violated the prohibition of trust company registration set forth in article 17 of the Italian Law 19 March 1990, no. 55;
7. that the company has not been found in serious non-compliance with job safety regulations and any other employment-related obligation;
8. that the company has not been ascribed any malpractice or bad faith in carrying out tasks entrusted by the Regional Administration and that it has not committed a serious error in carrying out its business activity, as ascertained by any means by the Regional Administration;

9. that the company has not been found in violation of non-payment of taxes and duties, according to Italian Law or to own country's laws;
10. that in the year preceding the date of issuance of this notice no false statements were given with regard to requirements and relevant conditions to participate in tender bids;
11. that the company has not been found in serious violation of social security and safety needs and regulations, according to Italian Law or to own country's laws;
12. (for companies with up to 15 employees, and for companies with 15 to 35 employees having not carried out any new recruitment since 18 January 2000) that they are not subject to rules of compulsory employment as per Italian Law no. 68/1999;  
or alternately,  
(for companies with more than 35 employees and for companies with 15 to 35 employees having carried out new recruitment since 18 January 2000) that they are compliant with regulations defining the right to work for disabled people as in Italian Law no. 68/1999, and specifies that appropriate certification may be requested at the Municipality of \_\_\_\_\_;
13. that for the company no exclusion sentence has been applied as in article 9, para. 2, item c), of Italian Decree 8 June 2001 no. 231 or other sanction determining the prohibition to contract with the public administration;
14. that the company is in full compliance for all its employees with all national and local employment regulations as well as of all current regulations pertaining to national employment contracts;
15. **(in the case of temporary groups of companies still to be constituted)** to commit to collectively put in charge one operator, which will be identified at the time of drafting the project as operational partner, and which will sign the contract for and on behalf of both themselves and the participating entities. The mandate must consist in a written agreement. The related power of attorney is conferred to the legal representative of the operator in charge. The mandate is free of charge and irrevocable, and its repeal for good cause has no effect on the organizing party.
16. **(for companies within groups only)** to be a shareholder, and that the group companies are \_\_\_\_\_ and that the group participates in this bid along with the following companies within the group \_\_\_\_\_ which will carry out the requested activities;
17. that the company itself will not participate in this bid as a partnership;
18. that the company has not submitted an application for the above notice either by itself or within a Group or Co-operative, and that it will not participate in several Groups or Co-operatives;
19. that the company will not submit any projects for the above notice, either by itself or within a Group or Co-operative, if another company being controlled and otherwise related according to Art. 2359 of the Civil Code participates in the same notice, either by itself or within a Group or Co-operative;
20. to accept that no compensation will be due by the Regional Administration in the case of suspension and/or nullification of this notice whether due to external factors or to own judgment, or if the Administration does not proceed with any selection activities for reasons of public interest;
21. to commit to pay, in case the company is selected and however before the start of the project, a deposit of 10% of the amount of co-financing by the Regional Administration as a guarantee for partial or total failure to comply with contractual obligations;
22. that the submitted project has not benefited from any other regional, national or Community funding;
23. that previously no co-marketing initiatives have been selected and/or funded and/or carried out, in partnership with the Regional Administration, featuring identical or similar content to the enclosed project, for the same route;
24. that the company has the following INPS social security registration number \_\_\_\_\_ and that the related INPS branch of reference is \_\_\_\_\_;
25. that the company has the following INAIL social security registration number \_\_\_\_\_ and that the related INAIL branch of reference is \_\_\_\_\_;
26. that the related Revenue Agency Office of reference is \_\_\_\_\_;
27. that, for receiving any communication pertaining to the notice in subject the following mailing address is selected: (town, ZIP) \_\_\_\_\_ Street \_\_\_\_\_, no. \_\_\_\_, phone \_\_\_\_\_, fax \_\_\_\_\_; e-mail \_\_\_\_\_; contact name (last name, first name, position) \_\_\_\_\_;
28. to be informed, pursuant to Art. 13 of Italian Decree 30 June 2003, no. 196, that personal information is only managed, also by means of computer systems, within the process related to this application;
29. that the company is available, if the submitted project is selected, to start carrying out the same project also while the specific agreement is being drafted or signed;

30. to be aware that, in case the untruthfulness in this declaration is found, the applicant company will be dismissed from the tender bid, or, if selected, will be dismissed from the selection, which will be voided and/or cancelled.

On the basis of all the above, the undersigned, acting as \_\_\_\_\_ and legal representative of the company \_\_\_\_\_,

#### REQUESTS

to participate in the Public Notice - Interest in submitting co-marketing projects as partner of the Campania Region - Airlines - on the basis of plan 4.7 of POR Campania 2000-2006

Place \_\_\_\_\_ Date \_\_\_\_\_

Signature<sup>2</sup>

\_\_\_\_\_

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<sup>2</sup> Please attach copy of a valid ID of applicant.

**FORM 1 - PROJECT DESCRIPTION - AIRLINES**

- 1. Introduction of applicant**
- 2. Project description including goals and strategy by means of adequate documentation**
- 3. Definition of project features, more specifically:**
  - increase in tourists flows in low season (January, February, March, October and November)
  - features showing the advantage for each partner from carrying out the project together
  - opening new routes to the Campania Region from target markets
  - promotion strategy of activities defined in the co-marketing project
- 4. Total project value, detailed financial aspects, co-financing by the applicant**
- 5. Schedule of activities.**

**Signature of Legal Representative**