



AGÊNCIA BRASILEIRA DE PROMOÇÃO INTERNACIONAL DO TURISMO
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EDITAL Nº 03/2022

Processo nº 72100.001418/2021-50

Brasília, 28 de dezembro de 2022.

NOTICE

NOTICE OF INTERNATIONAL COMPETITION No. 03/2022 – BEST TECHNIQUE TYPE

1 INITIAL PROVISIONS

1.1. EMBRATUR, hereinafter referred to as the Contracting Party, herein represented by the Special Bidding Committee, designated by Ordinance No. 68, of november 22, 2022, makes public, to the knowledge of the interested parties, that it will bid, in the form of competition, of the **Best** Technique type, for the hiring of a company to provide corporate communication and public relations services, to publicize Brazil abroad as a tourist destination.

1.2. The services will be performed in the form of indirect execution and under the **unit price contract regime**.

1.3. This competition will be carried out based on EMBRATUR's Bidding and Contracts Manual, Law 13.303/2016 and Law 14.002/2020, applying, in a subsidiary and supplementary manner, where applicable, the provisions of SEGES/MPDG Normative Instruction No. 03/2018 and SECOM Normative Instruction No. 4/2018, by analogy, and the rules established in Law No. 12.232/2010 applicable to this object, according to Appellate Decision No. 6.227/2016-TCU-2nd Chamber.

2. SUBJECT MATTER

2.1. The object of this competition is the hiring of a company to provide corporate communication and public relations services, to disclose Brazil abroad as a tourist destination, as well as providing information necessary to subsidize the respective process, according to the conditions, quantities and requirements established in this instrument and the details contained in sub-item 2.2.

2.2. The objects of the contract are:

- a) Prospecting, planning, implementation, maintenance and monitoring of EMBRATUR's corporate communication solutions, in its relationship with the press and in its performance in public relations, in international territory;
- b) Creation and technical execution of corporate communication actions and/or materials and multimedia content;
- c) Creation, implementation and development of innovative forms of corporate communication, aimed at expanding the effects of EMBRATUR's activities with the press and other stakeholders, in line with new technologies;
- d) Assistance and subsidy to decision-making and the implementation of the actions, programs and activities of EMBRATUR's Marketing, Intelligence and Communication Board (DMIC), as well as compliance with the principle of publicity and the right to information, through corporate communication actions aimed at disseminating ideas, programs, disseminating initiatives and informing and guiding the general public; and
- e) Subsidize the strategic proposition of corporate communication actions to achieve the communication objectives and overcome EMBRATUR's challenges, providing, whenever possible, indicators and metrics for measuring, analyzing, and optimizing results.

2.3. The services that constitute the object of the bidding are characteristic activities of companies that, in Brazil, are called "Corporate Communication Agencies", with the purpose of, in the specific case of EMBRATUR, stimulating the means of communication to disclose

Brazilian products, services and tourist destinations.

2.3.1. For the services that must be performed abroad, competitors may present foreign companies as international partners, aiming to establish the necessary scope to serve the continents that make up the lots described in sub-item 2.5. These partnerships must be informed when submitting the Technical Proposals, by means of a formal document proving the international partnership.

2.3.2. The formal document presented to prove the partnership must contain the information that the partnership is headquartered and operates in the continents indicated in sub-item 2.5.

2.4 Public of interest to Brazil abroad:

- a) The press;
- b) Brazilian Embassies;
- c) International Organizations;
- d) Tourism-related class entities; and
- e) Opinion-forming influencers;

2.5 The object will be divided into 02 (two) lots, namely:

a) **Lot 1 - North America** (United States), **Central America** (Panama), **South America** (Argentina, Chile, Colombia and Paraguay) **and Oceania** (Australia).

b) **Lot 2 - Europe** (Germany, Spain, England, Italy, Portugal), **Africa** (South Africa) **and Asia** (United Arab Emirates and Japan).

2.5.1. One (1) company providing corporate communication services hereinafter referred to as bidder or contractor will be contracted for each lot indicated in the previous sub-item.

2.6. The services provided for in sub-item 2.2. do not cover activities of a different nature from EMBRATUR's corporate communication, in its relationship with the press and in its performance in public relations.

3. CONTRACTUAL VALUE AND BUDGETARY RESOURCES

3.1. The value of the contracting resulting from this Notice is estimated, for the first 12 (twelve) months, at:

3.1.1. **Lot 1 - US\$3,168,900.91 (three million, one hundred and sixty-eight thousand, nine hundred US dollars and ninety-one cents).**

3.1.2. **Lot 2 - €5,928,288.29 (five million, nine hundred and twenty-eight thousand, two hundred and eighty-eight euros and twenty-nine cents).**

3.2. The expenses to meet this bid are scheduled in its own budget, provided for in EMBRATUR's budget for the year 2022 in the classification below:

- a) 33903992 - Institutional Advertising Services
- b) Body: 54000 – Ministry of Tourism - MTUR
- c) Management/Unit: EMBRATUR – Brazilian Agency for International Promotion of Tourism
- d) Function: 23 - Trade and Services
- e) Sub-function: 695 - Tourism

3.3 The value of the contract must follow the following sum:

- a) Final value of essential services;
- b) Essential Products and Services not provided for in the catalog in **Appendix I**, equivalent to up to 15% (fifteen percent) of item 3.3. a);
- c) Expenses with travel of professionals on duty, equivalent to up to 5% (five percent) of item 3.3. a); and

d) Complementary products and services and contractor's fees, equivalent to up to 15% (fifteen percent) of item 3. 3.a).

3.4 EMBRATUR reserves the right, in its judgment, to execute or not the entire contractual value.

3.5. In the extension, EMBRATUR may renegotiate the prices practiced with the Contractor as a result of this bidding process, based on price research, in order to obtain a greater advantage for the Contracting Party, during the execution of the contract.

3.6. The CONTRACTING PARTY may, at any time, review the prices charged with the Contractor, as a result of any reduction identified in market prices, by means of an amendment.

4. CONDITIONS OF PARTICIPATION

4.1. Brazilian and foreign companies may participate in this competition, authorized or not to operate in Brazil, specialized in the provision of corporate communication and public relations services that, cumulatively:

a) Satisfy the conditions and provisions contained in this Notice; and

b) Are duly registered until the third business day prior to the date scheduled for receipt of proposals and with regular status in the Unified Supplier Registration System – SICAF, or that present the documentation listed in item 16 of this Notice.

4.2. The following interested parties will **not** be allowed to participate in this bidding:

4.2.1. Prohibited from participating in bids and entering into contracts with EMBRATUR, Union, States, Federal District and Municipalities;

4.2.2. that do not meet the conditions of this Notice and its annexes;

4.2.3. Foreigners who do not have legal representation in Brazil with express powers to receive service and respond administratively or judicially;

4.2.4. that are under bankruptcy, creditors' competition or insolvency, in the process of dissolution or liquidation;

4.2.5 business entities that are gathered in a consortium;

4.2.6. Civil Society Organizations of Public Interest - OSCIP, acting in this condition (Judgment No. 746/2014-TCU-Full Court);

4.2.7. whose manager or partner holding more than 5% (five percent) of the share capital is a director or employee of EMBRATUR;

4.2.8. declared unfit by the Union, by the State, by the Federal District or by the federal unit to which the public corporation or government-controlled company is linked, as long as the effects of the sanction last;

4.2.9. constituted by a partner of a company that is suspended, prevented, or declared unfair;

4.2.10. whose manager is a partner in a suspended, impeded, or declared inadmissible company;

4.2.11. constituted by a partner who has been a partner or manager of a suspended, impeded or declared disreputable company, during the period of the facts that gave rise to the sanction;

4.2.12. whose manager has been a partner or manager of a company suspended, impeded or declared unfit, in the period of the facts that gave rise to the sanction;

4.2.13. who has, in his management board, a person who participated, due to a similar bond, in a company declared inadmissible.

4.2.14. which are cooperative societies.

4.3. The legal personality may be disregarded whenever used with abuse of the right to facilitate, cover up or conceal the practice of unlawful acts provided for in this notice or to cause confusion of assets, and all the effects of the sanctions applied to the legal entity are extended to its administrators and partners with powers of administration, observing the contradictory and ample defense (wording according to article 14 of Law 12.846/2013).

4.4. The prohibition provided for in item 4.2. above applies:

4.4.1. the hiring of the employee or manager himself, as an individual, as well as his participation in bidding procedures, as a bidder;

4.4.2. to those who have a family relationship, up to the third civil degree, with:

a) Officer(s) of EMBRATUR;

b) An employee of PETROBRAS whose duties involve working in the area responsible for bidding or contract

c) Authority of the public entity to which EMBRATUR is bound.

4.4.3. to the company whose owner, even as a partner, has ended its term of management or terminated its relationship with EMBRATUR less than 6 (six) months ago.

4.5. For the analysis of the conditions of participation of the bidders, consultations will be held with (o):

a) National Register of Disqualified and Suspended Companies - CEIS, maintained by the Office of the Comptroller General (CGU);

b) The National Registry of Civil Convictions for Acts of Administrative Misconduct, maintained by the National Council of Justice – CNJ;

c) List of Disqualified Persons and the Integrated Registry of Convictions for Administrative Offenses - CADICON, maintained by the Federal Court of Accounts (TCU).

4.5.1. for the consultation of legal entity bidders, there may be the replacement of the consultations of items "a", "b" and "c", above, by the Consolidated Consultation of Legal Entities of TCU (<https://certidoes-apf.apps.tcu.gov.br/>).

4.5.2. The delivery of certificates of the condition of participation is the obligation of the bidder.

4.5.2.1. Failure to comply with the sub-item above will result in the loss of the right to participate in this bidding, except if the consultation of the official websites issuing certificates made by the Special Bidding Committee succeeds in finding the valid certificate(s).

4.5.2.2. In the event of impossibility by the Special Bidding Committee to consult the official websites referred to in the previous item, or in the absence of plausible justification by the bidder, the bidder may be prevented from participating in this bidding process.

4.6. Participation in this bidding process implies, tacitly, for the bidder:

4.6.1. confirmation that it received from the **Coordination of Agreements, Contracts and Accountability (CCCPC)** the standardized envelope provided for in sub-item 10.1.1.1 of this Notice, the pen drive provided for in sub-item 11.2. and the information necessary to comply with this competition;

4.6.2. the full and irrevocable acceptance of all terms, clauses and conditions contained in this Notice;

4.6.3. compliance with the legal and regulatory provisions in force and the responsibility for the fidelity and legitimacy of the information and documents and materials presented at any stage of the process.

4.7. The bidder assumes all costs of preparing and presenting the Qualification Documents and the Technical and Price Proposals required in this bidding process, and EMBRATUR is not, in any case, responsible for these costs, regardless of the conduct or result of this bidding process.

5. WITHDRAWAL OF THE NOTICE

5.1. This Notice will be provided by EMBRATUR, through the websites www.embratur.com.br and www.comprasgovernamental.gov.br.

5.2. The wrappers mentioned in item 4.6.1. will be provided upon receipt and identification (name, CNPJ and email) of the BIDDING company in the **Coordination of Agreements, Contracts and Accountability (CCCPC)** of EMBRATUR, from Monday to Friday, from 09: 00 a.m. to 11: 30 a.m. and from 2: 00 p.m. to 5: 30 p.m.

5.3. The interested party in participating in this bidding process undertakes to accompany, in the Federal Official Gazette and in the electronic addresses mentioned in sub-item 5.1, any changes or information about this competition.

6. CLARIFICATIONS ABOUT THE NOTICE

6.1. Clarifications on this competition will be provided by the Special Bidding Committee, listening to the technical area, provided that the requests have been received **up to 5 (five) business days** before the date of presentation of the wraps, by e-mail: celrp@embratur.com.br.

6.1.1. All requests for clarification will be answered by email.

6.1.2. The Special Bidding Committee will inform the questions and answers referred to in item 6.1.1 to the other BIDDERS and the general public, through the "Public Session" functionality on the Government Procurement portal, as well as through the website www.embratur.com.br/editais/.

6.1.3. Interested bidders must access the government procurement portal, as well as EMBRATUR's website to be aware of the questions and answers, in order to keep up to date on clarifications regarding this Notice.

6.1.4. Requests for clarification shall not necessarily constitute grounds for changing the date and time of receipt of the Qualification Documents and the Technical and Price Proposals provided for in sub-items 9.2 and 9.3 of this Notice.

6.1.5. The Special Bidding Committee will respond to requests for clarification within **three (3) business days**, counted from the date of receipt of the request, and may request formal subsidies from those responsible for preparing the Notice and the annexes.

6.1.6. The bidder must not use, in any request for clarification, any term that may provide the identification of its Technical Proposal, referring to Wrapper No. 1 (Corporate Communication Plan - Unidentified Way), under penalty of disqualification.

6.1.7. Requests for clarification must be prepared in Portuguese.

7. CHALLENGE OF THE NOTICE

7.1. Every citizen is a legitimate party to challenge this Notice for irregularity.

7.1.1. Any request for challenge must be sent by email (celrp@embratur.com.br), at any time, within 5 (five) business days prior to the date of receipt of the wraps.

7.1.2. The requests for challenge must be prepared in Portuguese.

7.2. A BIDDER who does not do so as prescribed in sub-item 7.1.1 shall be entitled to challenge the terms of this Notice.

7.3. The challenge presented in disagreement with the rules provided for in this item will be received by the Special Bidding Committee as mere information.

7.4. The challenge made in a timely manner by the BIDDER will not prevent it from participating in the bidding process, until the decision pertaining thereto becomes final.

7.5. The requests for challenge will be judged and answered **within 3 (three) business days.**

7.6. Requests for clarification and requests for challenge are separate procedures, separate acts that cannot be cumulated, and the conversion of the request for clarification into a request for challenge to the Notice is not allowed.

8. ACCREDITATION OF REPRESENTATIVES

8.1. To participate in this event, the bidder's representative will present to the Special Bidding Committee a document that accredits him, together with his public faith identity document, at the time scheduled for the delivery of the wraps, with the Technical and Price Proposals.

8.1.1. The documents mentioned in sub-item 8.1 must be presented outside the enclosures that contain the Technical and Price Proposals and will compose the records of the bidding process.

8.1.2. When the representation is exercised in the form of its acts of incorporation, by a partner or officer, the accreditation document shall consist, respectively, of a copy of the act establishing the proof of representation of the company, containing the name of the partner and the powers to represent it, or a copy of the minutes of the officer's election meeting, in both cases authenticated in a notary's office or presented together with the original document to allow the Special Bidding Committee to certify its authenticity.

8.1.3. If the bidder's agent is not its statutory or legal representative, the accreditation will be made through a power of attorney, by public or private instrument, at least with the powers contained in the model that constitutes Annex II of this Notice. In this case, the agent will also deliver to the Special Bidding Committee a copy of the act that establishes the proof of representation of the company, which contains the names and respective signatures of the partners or directors with powers to constitute agents.

8.2. The absence of the appropriate document of representation will not prevent the representative from participating in the bidding, but he will be prevented from practicing any act during the bidding procedure.

8.3. The documentation presented at the first session of receipt and opening of the Technical and Price Proposals accredits the representative to participate in the other sessions. In the event of its replacement during the bidding process, a new accreditation must be presented.

8.4. If the bidder does not wish to be represented in the reception and opening sessions, it must forward the Qualification Documents and the Technical and Price Proposals by means of a bearer. In this case, the bearer must deliver the wraps directly to the Special Bidding Committee, at the date, time and place indicated in sub-item 9.2 of this Notice.

8.5. The documents mentioned in this item must be translated according to the guidance of item 16.1.3. and its sub-items of this notice.

8.6. The foreign bidder must have an attorney resident and domiciled in Brazil, with powers to receive summons, subpoena and respond administratively and judicially in Brazil, especially for the acts resulting from the bidding procedure and the future contracting provided for in this Notice.

9. RECEIPT OF PROPOSALS AND QUALIFICATION DOCUMENTS

9.1. The Technical and Price Proposals and the Qualification Documents of the bidders must be delivered to the Special Bidding Committee in 05 (five) separate and separate wraps, as provided for in items 10, 12 and 15 of this Notice.

9.2. The wrappers with the Technical and Price Proposals will be received and opened at **10:00h on 03/29/2023, or, if there is no working day on that date, on the first subsequent business day, at the same time, in the sector and address of the Contracting party.**

9.3. The wrappers with the Qualification Documents will be received and opened at a day, place and time to be designated by the Special Bidding Committee.

9.4. The times mentioned in this Notice refer to Brasília time.

9.5. The receipt and opening of the wrappers, as well as the other bidding procedures shall comply with the provisions of this Notice, especially in item 21 and in the legislation provided for in sub-item 1.3.

10. DELIVERY OF THE TECHNICAL PROPOSAL

10.1. The Technical Proposal must be delivered to the Special Bidding Committee packaged in Casings No. 1, No. 2 and No. 3.

Casing N° 1

10.1.1. In Chasing No. 1, the Corporate Communication Plan – Unidentified Way shall be packaged in accordance with the provisions of item 16 of the Basic Project, Annex I of this Notice.

10.1.1.1. Only the Corporate Communication Plan – Unidentified Copy that is packaged in the standardized casing provided mandatorily, by EMBRATUR will be accepted. This envelope will be delivered to the interested bidder(s) from Monday to Friday from 9: 00 am to 11: 30 am and from 2: 00 pm to 5: 30 pm, **at the Coordination of Agreements, Contracts and Accountability (CCCPC) of EMBRATUR.**

10.1.1.2. Chasing n°. 1 must be unopened and without initials to preserve the confidentiality of its authorship until the opening of Wrapper No. 2. Chasing # 1 may **not** :

a) have no identification;

b) present a brand, sign, label or any other element that allows the identification of the bidder;

c) be damaged or deformed by the materials and other documents contained therein in order to enable the identification of the bidder.

Casing N° 2

10.1.2. In Wrapper No. 2, the Bidders' Corporate Communication Plan – Identified Copy must be packed, in accordance with the provisions of item 16 of the Basic Project, Annex I of this Notice.

10.1.2.1. Wrapper No. 2 must be closed and initialed at the closure, with the following identification:

Casing N° 2 Technical Proposal: Corporate Communication Plan – Identified Route Corporate name and CNPJ (national registration for legal entity) of the bidder Competition No. 03/2022- Embratur

10.1.2.2. Casing No. 2 must be provided by the bidder and may be made up of packaging appropriate to the characteristics of its content, provided that it is inviolable as to the information it deals with until its opening.

Casing N° 3

10.1.3. In Casing No. 3, the documents related to Service Capacity and Reports of Corporate Communication Solutions, as provided in item 16 of the Basic Project, Annex I of this Notice must be packaged.

10.1.3.1. Casing No. 3 must be closed and initialed at the closure, with the following identification:

Casing N° 3
Technical Proposal: Service Capacity and Reports of Corporate Communication Solutions
Corporate name and CNPJ (national registration for legal entity) of the bidder
Competition No. 03/2022- Embratur

10.1.3.2. Casing No. 3 must be provided by the bidder and may consist of packaging appropriate to the characteristics of its content, provided that it is inviolable, as to the information it deals with, until its opening.

10.1.3.3. Casing No. 3 may **not** have **information**, brand, sign, label, or any other element that appears in the Corporate Communication Plan – Unidentified Way allows the identification of its authorship before the opening of Casing No. 2.

11. PRESENTATION AND JUDGMENT OF TECHNICAL PROPOSALS

11.1. The guidelines pertinent to the presentation of the Technical Proposals and the provisions related to their judgment are established in item 16 of the Basic Project, Annex I of this Notice and its Appendix III.

11.2 The Corporate Communication Plan – Unidentified Copy (Casing No. 1) and the Service Capacity and Reports of Corporate Communication Solutions (Casing No. 3) must contain their scanned versions in PDF format (documents) and MP4 (video and audio) recorded on a sealed pen drive and inserted in the casing No. 1, under penalty of disqualification.

11.2.1. The pen drive mentioned in the previous item will be made available when supplying the casings mentioned in item 4.6.1 of this notice.

11.3. The Technical Proposal will be written in Portuguese, except in the case of documentation that is originally prepared in another language and is not produced by the bidder, which must be translated as directed by item 16.1.3. and its sub-items of this Notice.

12. DELIVERY OF PRICE PROPOSALS

Casing N° 4

12.1. In Casing No. 4, the bidders' Price Proposal must be prepared.

12.1.1. Casing No. 4 must be closed and initialed at the closure, with the following identification:

Casing N° 4
Price Proposal
Corporate name and CNPJ (national registration for legal entity) of the bidder
Competition No. 03/2022- Embratur

12.1.2. Casing No. 4 must be provided by the bidder and may be made up of packaging appropriate to the characteristics of its content, provided that it is inviolable as to the information it deals with until its opening.

12.2. The Price Proposal must be written in Portuguese.

13. SUBMISSION AND JUDGMENT OF PRICE PROPOSALS

13.1. The guidelines pertinent to the submission of Price Proposals and the provisions related to their judgment are established in Appendices IV and V of the Basic Project, Annex I of this Notice.

14. FINAL JUDGMENT OF THE COMPETITION

14.1. The final judgment of this competition will be made in accordance with the rite for the **Best Technique** Type.

14.2. If the highest rated bidder in the judgment of the Technical Proposals has not submitted the lowest price Proposal, the Special Bidding Committee will open with it the negotiation of the conditions, based on the lowest price presented among the bidders classified in the technical judgment.

14.2.1. In the event of a deadlock in the negotiation, an identical procedure will be adopted successively with the other bidders, in the order of classification, until an agreement is reached for the contracting.

14.2.2. In the event that the lowest price proposal is from an international bidder and the highest ranked is national, the Special Bidding Committee will negotiate the national bidders considering only the lowest price proposal from other national bidders.

14.2.3. In the event that the lowest price proposal is a national bidder and the highest ranked is international, the Special Bidding Committee will negotiate the bidders considering the lowest price proposal regardless of their nationality.

14.3. The qualified bidder who does not agree to practice the lowest price Proposal will lose the right to contract, and will not be entitled to any type of indemnity.

15. DELIVERY OF ENABLING DOCUMENTS

15.1. The Enabling Documents must be delivered to the Special Bidding Committee by the bidders classified in the final judgment of the Technical and Price Proposals, on the day, time and place provided for in the call for the session to be held for this purpose.

15.1.1. The classified bidder that does not present the Enabling Documents in said session will be excluded from the bidding process, except in the event referred to in sub-item 17.4. of this Notice.

Casing N° 5

15.1.2. The Qualification Documents must be delivered packaged in Casing No. 5, which must be closed and initialed at the closing, with the following identification:

Casing N° 5 Enabling Documents Corporate name and CNPJ (national registration for legal entity) of the bidder Competition No. 03/2022- Embratur
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15.1.3. Casing No. 5 must be provided by the bidder and may be made up of packaging appropriate to the characteristics of its content, provided that it is inviolable, as to the information it deals with, until its opening.

16. PRESENTATION OF QUALIFICATION DOCUMENTS

16.1. The Qualification Documents must have all their pages initialed by the bidder's legal representative and be presented:

a) in original; or

b) in the form of publication in an official press agency; or

c) in a certified copy by a competent registry office, when the law so requires or by certificates issued by systems maintained by the Public Administration; or

d) in a non-authenticated copy, provided that the original is displayed, for verification by the Special Bidding Committee, at the time of opening the wrappers with the Qualification Documents.

16.1.1. The Qualification Documents must be packed in a specific notebook, with their pages numbered sequentially, in the order in which they appear in this Notice.

16.1.2. Only legible copies that offer conditions for analysis by the Special Bidding Committee will be accepted.

16.1.3. In the case of documentation of foreign companies in the bidding, the qualification requirements will be met, whenever possible, by presenting equivalent documents, initially presented with free translation.

16.1.3.1. In the event that the winning bidder is a foreigner, for the purpose of signing the contract, the documents referred to in this sub-item will be translated by a sworn translator in Brazil and apostilled in accordance with the provisions [of Decree No. 8.660, of January 29, 2016](#), or another that may replace it, or officialized by the respective consulates or embassies.

16.1.3.2. Foreign companies that cannot present the documentation required in this Notice by virtue of specific legislation of the bidder's country of origin, or that do not present equivalence in relation to Brazilian legislation, must submit a statement stating the impossibility of complying with them, according to Annex III of this Notice.

16.1.3.3. In the absence of the statement, the Special Bidding Committee in case of doubt may use diligence.

16.2. In order to qualify, the bidder must submit the documentation as provided for in the following sub-items:

16.2.1. Legal Empowerment

16.2.1.1. identity card of the company's legal representative;

16.2.1.2. proof of registration with the competent body, in the case of an individual entrepreneur;

16.2.1.3. articles of incorporation, bylaws or articles of association in force, duly registered with the competent body, in the case of a business company or Individual Limited Liability Company - EIRELI;

16.2.1.4. act of appointment or election of directors, duly registered with the competent body, in the case of a Corporation or Limited Liability Companies, when applicable.

16.2.1.5. Authorization decree, in the case of a foreign business company operating in the country;

16.2.2. Tax and Labor Regularity

16.2.2.1. proof of registration in the National Register of Legal Entities (CNPJ);

16.2.2.2. proof of fiscal regularity before the National Treasury, upon presentation of a certificate issued jointly by the Federal Revenue Service of Brazil (RFB) and the Attorney General of the National Treasury (PGFN), referring to all federal tax credits and the Active Federal Debt (Dau) administered by them, including those related to Social Security, pursuant to Joint Ordinance No. 1.751, of October 2, 2014, of the Secretary of the Federal Revenue Service of Brazil and the Attorney General of the National Treasury;

16.2.2.3. proof of regularity with the Government Severance Indemnity Fund (FGTS);

16.2.2.4. Proof of non-compliance with debts owed by the Labor Court, upon submission of a debt clearance certificate or certificate of suspended debt/tax liability, pursuant to Title VII-A of the Consolidation of Labor Laws, approved by Decree-Law No. 5.452, of May 1, 1943;

16.2.2.5. proof of registration in the state and/or municipal taxpayer register, related to the domicile or headquarters of the bidder, pertinent to its branch of activity and compatible with the contractual object;

16.2.2.6. proof of regularity with the State and/or Municipal Treasury of the domicile or headquarters of the bidder, related to the activity in which it contracts or competes;

16.2.2.7. if the bidder is considered exempt from state or municipal taxes related to the bidding object, it must prove such condition by submitting a statement from the State or Municipal Treasury of its domicile or headquarters, or other equivalent, according to the law;

16.2.2.8. The documentation referred to in item 16.2.2. may be required at any stage of the contractual execution, and its lack will be immediately communicated to the Contractor to remedy the irregularity, under penalty of penalty and/or contractual termination.

16.2.3. Technical Qualification

16.2.3.1. Presentation of supporting documentation that demonstrates the ability to attend/act at an international level, according to the lot tendered, by means of a technical capacity certificate, issued on behalf of the bidder, by legal entities governed by public or private law, which prove the execution in services similar to the object of the Basic Project.

16.2.4. Economic and Financial Qualification

16.2.4.1. Balance sheet and financial statements of the last fiscal year, already required and presented in accordance with the law, proving the good financial condition of the company, its replacement by trial balances or provisional balance sheets being prohibited, and may be updated by official indexes when closed more than 3 (three) months from the date of submission of the proposal.

16.2.4.1.1. In the case of a corporation and other companies required to be published, a copy of the publication in the official press of the Balance Sheet and Financial Statements shall be submitted, in addition to the minutes of approval duly registered with the Board of Trade.

16.2.4.1.2. When there is no obligation to publish the Balance Sheet and Financial Statements, legible copies of these documents must be presented, as well as the terms of opening and closing the Daily Book, registered with the Board of Trade or the competent body.

16.2.4.1.3. In the case of a Daily Book issued through the Public Digital Bookkeeping System – SPED, in addition to the Balance Sheet and the Financial Statements, registered with the competent body, the opening and closing term of the Daily Book and the Digital Bookkeeping Delivery Receipt issued by said the system must be presented.

16.2.4.1.4. The Financial Statements and the Balance Sheet for the fiscal year immediately preceding the year of the bidding are considered "already due", when the date of presentation of the qualification documents occurs from May 1st (art. 1.078, I, of the Civil Code), even in the case of bidders obliged to SPED, and a superior term for the transmission of digital accounting parts established by normative acts that discipline said sped (according to the TCU's understanding, Judgments 1999/2014 and 119/2016, both of the Full Court).

16.2.4.1.5. A company that, in accordance with the legislation, has not verified the financial statements for its first fiscal year, must present an opening balance sheet, drawn up on the date of its constitution, in accordance with the requirements of corporate and commercial legislation.

16.2.4.1.6. in the case of a company incorporated in the current fiscal year, the presentation of the balance sheet and financial statements for the period of existence of the company is allowed;

16.2.4.1.7. the interim balance sheet is admissible, if it results from law or contract/bylaws.

16.2.4.2. Negative certificate of bankruptcy issued by the distributor of the headquarters of the legal entity, or equity execution, issued at the domicile of the individual;

16.2.4.2.1. If the bidder is in the process of judicial or extrajudicial recovery, the ratification sentence of the judicial recovery plan must be presented through the appropriate documentation.

16.2.4.3. proof of the good financial condition of the company, by obtaining General Liquidity (LG), General Solvency (SG) and Current Liquidity (LC) ratios, greater than 1 (one), obtained by applying the following formulas:

LG =	Current Assets + Long-Term Receivables
	Current liabilities + Non-current liabilities

SG =	Total Assets
	Current liabilities + Non-current liabilities

LC =	Current Assets
	Current Liabilities

16.2.4.4. Companies that present a result less than or equal to 1 (one) in any of the General Liquidity (LG), General Solvency (SG) and Current Liquidity (LC) ratios, must prove net equity of **at least 10% (ten percent)** of the total estimated value of the contract.

16.2.5. Statements:

16.2.5.1. Statement on the work of the minor, pursuant to the provisions of item XXXIII of art. 7th of the Federal Constitution:

To

Special Bidding Committee

Concerning Competition No. 03/2022

<bidder name>, enrolled with the CNPJ under No. _____, through its legal representative _____, bearer of Identity Card No. _____/_____, enrolled with the CPF under No. _____, DECLARES, that it does not employ a minor under 18 (eighteen) years of age in night, dangerous or unhealthy work and does not employ a minor under 16 (sixteen) years of age.

<if applicable add the following caveat >

Proviso: we employ people in the age of fourteen (14) and older as an apprentice ().

<location and date>

< legal representative of the bidder>

16.2.5.2. Declaration of Independent Preparation of Proposal:

To

Special Bidding Committee

Concerning Competition No. 03/20xx

<identificação completa>, as a representative duly constituted by < nome da licitante>, hereinafter referred to as <nome fantasia>, for the purposes of the provisions of sub-item 16.2.5.2. of the Notice, declares, under the penalties of the law, in particular art. 299 of the Brazilian Penal Code, that:

a) the proposal submitted to participate in such Competition was prepared independently by < nome da licitante>, and the content of the proposal was not, in whole or in part, directly or indirectly, informed, discussed or received from any other potential or actual participant of such Competition, by any means or by any person;

b) the intention to present the bid prepared to participate in BIDDING PROCESS No. was not informed, discussed or received from any other potential or actual participant in the BIDDING PROCESS, by any means or by any person;

c) It has not attempted, by any means or by any person, to influence the decision of any other potential or actual participant in International Competition No. as to whether or not to participate in the said Bidding Process;

d) that the content of the proposal submitted to participate in this Competition will not be, in whole or in part, directly or indirectly, communicated or discussed with any other potential or actual participant of this Competition before the award of the object of said bidding;

e) that the content of the proposal submitted to participate in this Competition was not, in whole or in part, directly or indirectly, informed, discussed or received from any member of Embratur prior to the official opening of the proposals; and

f) that they are fully aware of the content and scope of this declaration and have full powers and information to sign it.

<location and date>

< legal representative of the bidder>

16.3. All documents must be in the name of the bidder. If the bidder is a parent company, the documents must have the CNPJ number of the parent company. If it is a branch, the documents must have the CNPJ number of the branch, except those that, by their nature, are proven to be issued in the name of the parent company.

16.4. The bidder that is registered and with regular documentation in the Unified Supplier Registration System – SICAF, verified by the commission through the extraction of documents by the registration level option, must only present:

a) Technical Qualification documents, provided for in sub-item 16.2.3;

b) proof that it has minimum equity, in the amount established in sub-item 16.2.4.4, if any of the General Liquidity, General Solvency and Current Liquidity indices – to be determined through the *online* consultation referred to in sub-item 17.2 – presents a result equal to or less than 1 (one);

c) declarations signed according to the models provided for in sub-item 16.2.5.

16.4.1. The bidder must prove the information regarding the shareholders' equity and the indexes mentioned in subitem 'b' of subitem 16.4, by submitting, in Wrapper No. 5, the documents referred to in subitem 16.2.4. of this Notice.

16.4.2. The registered bidder is entitled to submit, within Wrapper No. 5, the documents intended to replace any expired or outdated documents, contained in the printed statement of SICAF.

16.5. Once the existence of any restriction regarding the fiscal regularity of the micro and small business is verified, it will be called to, within 5 (five) business days after the request of the Special Bidding Committee, prove the regularization. The term may be extended for an equal period, upon request by the bidder and acceptance by the contracting party.

16.5.1. Failure to regularize the tax within the period provided for in the previous sub-item will result in the disqualification of the bidder, without prejudice to the sanctions provided for in this Notice.

16.6. Foreign companies that do not operate in the country may register with Sicaf, by means of a specific identification code provided by the system.

16.6.1. In the event of absence of equivalent documents for the registration levels, the person in charge must declare the situation in his/her own field in Sicaf or write a formal statement indicating the fact, according to item 16.1.3.2.

16.6.2. Foreign companies operating in the country authorized by decree of the Executive Branch must register with SICAF with the identification of the National Register of Legal Entities.

17. ANALYSIS OF THE QUALIFICATION DOCUMENTS

17.1. The Special Bidding Committee will examine the Qualification Documents of the bidders that comply with the conditions of participation established in item 4 of this Notice and will judge qualified the bidders that fully meet the qualification requirements required in this notice.

17.2. The qualification of the bidders will be verified through SICAF, in the documents covered by it, or by analyzing the documentation presented by the bidders not updated in the registration levels of said system.

17.2.1. The situation of the bidders who chose to carry out their qualification as provided for in sub-item 16.4 of this Notice will be verified through *online* consultation at SICAF, which will be printed in the form of a Declaration and will instruct the process, of SEGES/MPDG Normative Instruction No. 03/2018. The instruction of the process, in addition to the Declaration, must also contain the documents extracted from SICAF for the purpose of proving its validity.

17.2.1.1. The Declaration regarding the situation of each bidder will be signed by the members of the Special Bidding Committee, and attached to the other documents submitted by the respective bidder or that were extracted from SICAF.

17.3. The bidder shall be disqualified from:

a) whose registration is suspended or inactive;

b) that fails to present, in accordance with the requirements, any document requested or present it with defects or defects, as well as not meeting the conditions for qualification provided for in this Notice.

17.4. If no bidder remains qualified, the Special Bidding Committee will reopen the Qualification phase, with a new call for all bidders to submit the respective documents, within 08 (eight) business days.

18. SPECIAL BIDDING COMMITTEE AND TECHNICAL SUBCOMMITTEE

18.1 This competition will be processed and judged by the Special Bidding Committee (CEL), with the exception of the analysis and judgment of the Technical Proposals.

18.2 The Technical Proposals will be analyzed and judged by a Technical Subcommittee, consisting of 03 (Three) members with academic background or professional experience in areas related to the object of this competition.

18.2.1 In the composition of the Technical Subcommittee, at least 1/3 (one third) of the members will not have a functional or contractual relationship with EMBRATUR.

18.3. The choice of the members of the Technical Subcommittee will be made by lot, in a public session, between the names of a relationship that will have 06 (six) members with a link and 03 (three) without a link with EMBRATUR, previously registered.

18.3.1. The remaining names of the list after the draw of the 03 (three) members of the Technical Subcommittee will all be drawn to define a replacement order, to be called in cases of impossibility of participation of any of the holders.

18.3.2. The list of names referred to in sub-item 18.3 will be published by the Special Bidding Committee on the EMBRATU R website and an extract will be published in the Federal Official Gazette, at least 10 (ten) days in advance of the date on which the public session scheduled for the draw will be held.

18.3.3. The draw will be processed by the Special Bidding Committee in order to ensure the filling of the vacancies of the Technical Subcommittee, according to the proportionality of the number of members who maintain or not bond with EMBRATUR, pursuant to sub-item 18.3 of this Basic Project.

18.3.4. Up to 48 (forty-eight) hours before the public session for the draw, any interested party may challenge the designation of a person in the relationship referred to in sub-item 18.3, by submitting to the Special Bidding Committee a justification for the exclusion.

18.3.5. Once the challenge is admitted, the challenged will have the right to refrain from acting in the Technical Subcommittee, declaring himself prevented or suspected, before the decision of the competent authority.

18.3.6. The abstention of the challenged or the acceptance of the challenge, by reasoned decision of the competent authority, will imply, if necessary, the preparation and publication of a new list, without the name(s) challenged, subject to the provisions of this item.

18.3.6.1. It will be necessary to publish a new list if the number of members maintained after the challenge remains lower than the amount provided for in sub-item 18.3 of this Basic Project.

18.3.6.2 A new challenge will only be allowed to the name that completes the list previously published.

18.3.7. The public session for the draw will be held after the reasoned decision of the challenge, on a previously designated date, ensuring compliance with the minimum period provided for in sub-item 18.3.2 and the possibility of inspection of the draw by any interested party.

18.4. The Special Bidding Committee and the Technical Subcommittee shall ensure that the interpretation and application of the rules established in this Basic Project seek to achieve the purposes of the bidding and, as the case may be, may reveal purely formal aspects in the Qualification Documents and the Bidders' Proposals, provided that they do not compromise the fairness and competitive character of this bidding process and contribute to ensure the contracting of the most advantageous bid.

18.4.1. The members of the Special Bidding Committee and the Technical Subcommittee will sign a Term of Responsibility, which will be in the records of the bidding process, observing the respective models:

SPECIAL BIDDING COMMITTEE

STATEMENT OF RESPONSIBILITY

1. I,....., Enrollment No..... Allotted, in the, member of the Special Bidding Committee responsible for the processing of this bidding process - Bidding No. /..... carried out by(a), for the hiring of a company specialized in the provision of corporate communication services, I undertake to maintain secrecy and confidentiality with respect to any information related to this event, especially those linked to the Qualification and presentation and judgment stages of the Bidders' Technical Proposals and Prices, until their disclosure and/or publication in the official press.

2. I further undertake to:

I – NOT to disclose or make use of inside information, for their own benefit or that of third parties, obtained due to the activities carried out in this Special Bidding Committee;

II – NOT to exercise an activity that implies the provision of services or the maintenance of a business relationship with an individual or legal entity that has an interest in the Competition under discussion;

III – NOT to exercise, directly or indirectly, an activity that, due to its nature, is incompatible with the duties of the Special Bidding Committee that I now occupy;

IV – NOT to act, even if informally, as an attorney, consultant, advisor or intermediary of private interests, related to the object of the Competition;

V – NOT to perform an act for the benefit of a legal entity in which I participate or even my spouse, partner or relatives, consanguineous or similar, in a straight or collateral line, up to the third degree, and which may be benefited by me or influence my acts in this Special Bidding Committee;

VI – DO NOT receive a gift from anyone who has an interest in my decision as a member of this Special Bidding Committee, outside the limits and conditions established in the regulation; and

VII – DO NOT provide services, even if occasional, to the communication company whose activity is contracted by the entity responsible for this contract.

Date: ____ of _____ of _____

Server Signature

TECHNICAL SUBCOMMITTEE

GENERAL GUIDELINES

This competition for contracting corporate communication services is processed and judged by the Special Bidding Committee, with the exception of the analysis and judgment of the Technical Proposals.

The Technical Subcommittee will analyze the proposals and information presented in Casings No. 1 (Corporate Communication Plan – Unidentified Way) and No. 3 (Service Capacity and Reports of Corporate Communication Solutions) for the judgment of the Bidders' Technical Proposals.

The Technical Subcommittee has full autonomy in the scoring of technical proposals, observing the provisions established in the Notice, and is not subject to any authority, interference or influence of the contracting or origin agency/entity, nor of the Special Bidding Committee, in matters related to technical judgment.

All members of the Technical Subcommittee participate equally, with the same power of decision and expression, regardless of the position/function held in the contracting or origin body/entity.

The score of each proposal will reflect its degree of adequacy to the requirements of this Notice, resulting from the direct comparison between the proposals in each item or sub-question.

The proposal(s) that demonstrate greater adequacy to the Bid Notice, in each item or sub-question, will receive the highest score, up to the maximum allowed. The other proposals will receive lower scores, corresponding to the degree of adequacy of each one to the Notice, with reference to the proposal(s) that demonstrated greater adequacy to the Notice.

All information related to the Technical Proposals and their judgment is strictly confidential and must not be disclosed by the members of the Technical Subcommittee, externally or internally in the contracting or origin agency/entity, before the publication in the official press of the result of the technical judgment, by the Special Bidding Committee.

STATEMENT OF RESPONSIBILITY

1. I, _____, Enrollment No. _____, linked to the _____, member of the Technical Subcommittee responsible for the technical judgment of this Competition process carried out by(a) _____, for the hiring of a company specialized in the provision of corporate communication services, undertake to maintain secrecy and confidentiality, with respect to the Technical Proposals submitted by the bidders participating in this bidding process and the information related to their judgment and scores attributed to the analyzed questions and sub-questions.

2. I further undertake to:

I – NOT to disclose or make use of inside information, for their own benefit or that of third parties, obtained due to the activities carried out in this Special Bidding Committee;

II – NOT to exercise an activity that implies the provision of services or the maintenance of a business relationship with an individual or legal entity that has an interest in the Competition under discussion;

III – NOT to exercise, directly or indirectly, an activity that, due to its nature, is incompatible with the duties of the Technical Subcommittee that I now occupy for the analysis and judgment of the Technical Proposals of the Competition in question;

IV – NOT to act, even if informally, as an attorney, consultant, advisor or intermediary of private interests, related to the object of the Competition;

V – NOT to perform an act for the benefit of a legal entity in which I participate or even my spouse, partner or relatives, consanguineous or similar, in a straight or collateral line, up to the third degree, and which may be benefited by me or influence my acts in this Special Bidding Committee;

VI – DO NOT receive a gift from anyone who has an interest in my decision as a member of this Technical Subcommittee, outside the limits and conditions established in the regulation;

VII – DO NOT provide services, even if occasional, to the communication company whose activity is contracted by the entity responsible for this contract.

VIII – NOT participate, directly or indirectly, in the public sessions of this bidding, held by the Special Bidding Committee.

Date: _____ of _____

Signing

18.4.1.1. The members of the Special Bidding Committee and the Technical Subcommittee shall be held liable, in accordance with the law, for any actions or omissions that impair the course of the bidding process, pursuant to art. 178 of Law No. 14.133, of April 1, 2021.

19. DISCLOSURE OF BIDDING ACTS

19.1. In the judgment of the Special Bidding Committee, all decisions relating to this bidding process may be disclosed as follows, except for those whose publication in the Federal Official Gazette is mandatory:

a) in opening sessions of casings;

b) by any other means that allows unequivocal proof of receipt of the communication by the bidders.

20. ADMINISTRATIVE RESOURCES

20.1. Any appeals related to this competition must be sent by email (celrp@embratur.com.br), at any time, within a maximum period of **5 (five) business days** from the publication of the act or the drawing up of the minutes.

20.1.1. The requests for appeal must be prepared in Portuguese.

20.2. Once the appeal is filed, the fact will be communicated to the other bidders, who may challenge it within a maximum period of **5 (five) business days**.

20.2.1. Any objections related to this sub-item must be sent by email (celrp@embratur.com.br).

20.3. Upon receipt of the challenge(s), or after the deadline for such, the Special Bidding Committee may reconsider its decision, within **5 (five) business days**, or, within the same period, submit the appeal, duly instructed, and respective challenge(s) to the **Chief Executive Officer**, who will decide within **5 (five) business days** from its receipt.

20.4. The appeal filed outside the legal term, signed by a representative not legally qualified or not identified in the process as a representative of the bidder, will not be known.

20.5. Interested parties will be franchised, from the date of the start of the period for filing appeals or challenges until its end, in view of the process of this competition, at a place and time to be indicated by the Special Bidding Committee.

20.6. The appeals of the decisions regarding the judgment of the Technical and Price Proposals and the qualification or disqualification of the bidder will have suspensive effect, and the Special Bidding Committee may, reasonably and if there is interest for the Contracting Party, assign suspensive effect to the appeals filed against other decisions.

21. BIDDING PROCEDURES

21.1. Public sessions will be held, observing the procedures provided for in this Notice and in the legislation, which will be drawn up detailed minutes of the acts and facts worthy of registration, signed by the members of the Special Bidding Committee and the representatives of the bidders present.

21.1.1. The participation of a representative of any bidder will occur upon the prior delivery of a suitable document, as established in item 8 of this Notice.

21.1.2. The representatives of the bidders present may appoint a committee constituted by some of them to, on their behalf, take cognizance and initialize the Proposals and Qualification Documents in the public sessions.

21.1.3. The members of the Technical Subcommittee may not participate in the sessions for receiving and opening the wrappers with the Technical and Price Proposals.

21.1.4. The judgment of the Technical and Price Proposals, the analysis of the Qualification Documents of the bidders and the final judgment of the bidding process will be made exclusively based on the criteria specified in this Notice.

21.1.5. Before the official notice of the result of this competition, no information will be provided to anyone regarding the analysis, evaluation or comparison between the Technical and Price Proposals or award of the object of the bidding to the winner, and the signing of the Term of Responsibility by both the Special Bidding Committee and the Technical Subcommittee, subject to the models set forth in sub-item 18.4.1.

21.1.6. Any attempt by a bidder to influence the Special Bidding Committee or the Technical Subcommittee in the process of judging the Technical and Price Proposals will result in their disqualification.

21.1.7. When considering the Technical and Price Proposals and the Qualification Documents in view of the bidders, the removal of documents from the public session venue will not be allowed.

21.1.8. The Special Bidding Committee may change the dates or agendas of the sessions, anticipate or even suspend them, depending on the development of the work, in compliance with the applicable legal rules.

First Session

21.2. The first public session will be held on the day, time and place provided for in sub-item 9.2 of this Notice and will have the following agenda:

- a) identify the representatives of the bidders present and collect their signatures on the attendance list;
- b) receive Casings No. 1, No. 2, No. 3 and No. 4 from bidders under participation conditions;
- c) check the compliance of the presentation of the wrappings with the provisions of this Notice;

21.2.1. Casing No. 1, with the Corporate Communication Plan - Unidentified Copy, will only be received by the Special Bidding Committee if:

- a) is not identified;
- b) not present information, brand, sign, label or any other element that allows the identification of the bidder, before the opening of Wrapper No. 2;
- c) is not damaged or deformed by the parts, materials or other documents contained therein, in order to enable the identification of the bidder, before the opening of Wrapper No. 2.

21.2.1.1. In the event of any of the events provided for in items 'a', 'b' and 'c' of sub-item 21.2.1, the Special Bidding Committee will not receive Wrapper No. 1, which will also prevent it from receiving the other wrappers from the same bidder.

21.2.1.1.1. Upon receipt of the folders, if the commission identifies the occurrence of the above paragraphs, it may make available a new wrapper No. 01 for the bidder to proceed with the replacement, if there is sufficient reserve to meet all.

21.2.2. The first session will continue with the following basic agenda:

a) initial the closures (without opening them) of Casings No. 2 and No. 4, which will remain closed under the custody and responsibility of the Special Bidding Committee, and separate them from Casings No. 1 and No. 3;

b) open Casing No. 1 and initial their contents;

c) open Casings No. 3 and initial its contents;

d) make available to the representatives of the bidders, for examination and initialing, the documents contained in Wrappers No. 1 and No. 3;

e) inform that the bidders will be called for the next session in the form of item 19 of this Notice.

21.2.2.1. The Special Bidding Committee, prior to the procedure provided for in item 'b' of sub-item 21.2.2, shall adopt measures to prevent its members or the representatives of the bidders from being able, even if accidentally, to identify the authorship of any Corporate Communication Plan - Unidentified Way.

21.2.2.1.1. Before being opened to initiate the contents by those present in the first session, wrappers No. 1, with the Corporate Communication Plan – Unidentified Way, must be mixed, so that they cannot be linked to the respective authors, considering the sequential order of their delivery to the Special Bidding Committee.

21.2.2.2. If, when examining or initialing the contents of Wrappers No. 1 and No. 3, the Special Bidding Committee or the representatives of the bidders find an occurrence(s) that unequivocally enables the identification of the authorship of the Corporate Communication Plan - Unidentified Way, the Special Bidding Committee will disqualify the bidder and remain in possession of all its wrappers until the deadline for appeals related to this phase expires.

21.2.3. The Special Bidding Committee shall not launch any code, sign or mark in Wrappers No. 1, nor in the respective contents that make up the Corporate Communication Plan - Unidentified Copy of the bidders, except for the items mentioned in item 'b' of sub-item 21.2.2 above.

21.2.4. Once Wrappers No. 1 and No. 3 are opened, bidders may not withdraw their bids, except for a fair reason, resulting from a supervening fact, and accepted by the Special Bidding Committee.

21.2.5. If the bidders are expressly in accordance with the decisions taken by the Special Bidding Committee in the first session, the bidding procedures will continue in accordance with the provisions of sub-item 21.2.6 et seq. Otherwise, the commission will disclose the result in the form of item 19, opening the period of 05 (five) business days for the filing of appeals.

21.2.5.1. If there is an express manifestation of any bidder to appeal the decisions of the Special Bidding Committee, pertinent to the first session, it will disclose the result in the form of item 19, opening the deadline for the filing of appeals, as provided in item 20 of this Notice.

21.2.6. If no appeal has been filed, or if it has been withdrawn or if the appeals have been judged, the following procedures shall be adopted in this precise order:

a) referral, by the Special Bidding Committee to the Technical Subcommittee, of Wraps No. 1 (Corporate Communication Plan - Unidentified Way), accompanied by the bidders' questions regarding the Technical Proposal, if applicable, and the respective answers, without identification of authorship;

b) individualized analysis and judgment, by the Technical Subcommittee, of the contents of Casings No. 1 (Corporate Communication Plan - Unidentified Way) of the bidders, according to the criteria specified in this Notice;

c) preparation, by the Technical Subcommittee, of minutes of judgment of Casings No. 1 (Corporate Communication Plan - Unidentified Way) and a spreadsheet with the scores and justifications of the reasons for them, and forwarding these documents to the Special Bidding Committee, in the return of Casings No. 1;

d) only after receiving the documents and Wrappers No. 1, mentioned in the previous paragraph, the Special Bidding Committee will forward the Wrappers No. 3 (Service Capacity and Reports of Corporate Communication Solutions) of the bidders to the Technical

Subcommittee;

e) individualized analysis and judgment, by the Technical Subcommittee, of the contents of Casings No. 3 (Service Capacity and Reports of Corporate Communication Solutions) of the bidders, according to the criteria specified in this Notice;

f) preparation, by the Technical Subcommittee, of the minutes of judgment of Casings No. 3 (Service Capacity and Reports of Corporate Communication Solutions) and a spreadsheet with the scores and justifications of the reasons for them, and forwarding these documents to the Special Bidding Committee, in the return of Casings No. 3.

21.2.6.1. If any Technical Proposal is disqualified based on sub-items' b 'and' c 'of sub-item 5, APPENDIX III of this notice, the score attributed by the Technical Subcommittee to each item or sub-item of this Proposal will be posted in spreadsheets that will be packed in a closed envelope and initialed at the close by the members of said Subcommittee, until the deadline for appeals related to that phase expires.

21.2.6.2. The provisions of the preceding sub-item do not apply to the case of sub-item 'a' of sub-item 5, APPENDIX III of this notice, in which non-compliance with the defined rules, for the preservation of the authorship of the Corporate Communication Plan – Unidentified Way, results in the identification of the bidder, before the opening of Wrapper No. 2.

21.2.7. The spreadsheets provided for in items' c 'and' f 'of sub-item 21.2.6 shall contain respectively the score of each member of the Technical Subcommittee for each sub-item of the Corporate Communication Plan – Unidentified Way and the scores, of each member, for the requirements of Service Capacity and Reports of Corporate Communication Solutions, of each bidder.

Second Session

21.3. After receiving the minutes of the judgment of the Technical Proposals contained in Casings No. 1 and No. 3, the respective judgment spreadsheets, and the other documents prepared by the Technical Subcommittee, the Special Bidding Committee will call the bidders, in the form of item 19, to participate in the second public session, with the following basic agenda:

a) identify the representatives of the bidders present and collect their signatures on the attendance list;

b) open Casings No. 2;

c) collate the documents contained in Wrappers No. 2 (Corporate Communication Plan - Identified Route) of the bidders, with the contents of Wrappers No. 1 (Corporate Communication Plan - Unidentified Route), for identification of authorship;

d) prepare a general spreadsheet with the scores assigned to each item of each Technical Proposal;

e) proclaim the final result of the judgment of the Technical Proposals, being ranked first the bidder that obtains the highest score;

f) execute the draw provided for in sub-item 7 of Appendix III of Annex I of this Notice, if applicable;

g) inform that the result of the judgment of the Technical Proposals will be published in the form of item 19, with the indication of the classified bidders and the disqualified ones, in descending order of score, opening a deadline for filing an appeal, as provided in item 20 of this Notice.

21.3.1. In addition to the other attributions provided for in this Notice, the Technical Subcommittee shall be responsible for expressing its opinion in the event of any resources from bidders, related to the judgment of the Technical Proposals, upon request of the Special Bidding Committee.

Third Session

21.4. If no appeal has been filed, or if it has been withdrawn or the appeals have been judged, the Special Bidding Committee shall call the bidders classified in the technical judgment, in the form of item 19, to participate in the third public session, with the following basic agenda:

- a) identify the representatives of the bidders present and collect their signatures on the attendance list;
- b) open Wrappers No. 4, with the Price Proposals, whose documents will be initialed by the members of the Special Bidding Committee and by the representatives of the bidders present or by a commission indicated by them;
- c) make available to the representatives of the bidders, for examination, the documents included in Casings No. 4;
- d) analyze the fulfillment, by the bidders, of the requirements of this Notice for the preparation of the Price Proposals and judge them according to the criteria specified therein;
- e) identify the lowest price proposal, pursuant to item 2.4 and 2.5 of Appendix IV of the Basic Project Annex I of this Notice and inform the result to the representatives of the bidders present;
- f) carry out with the best classified bidder in the judgment of the Technical Proposal, if it has not submitted the lowest price proposal, the negotiation provided for in item 14.2, under the terms of the lowest price proposal, between the classified bidders;
- g) adopt an identical procedure, in the absence of success in the negotiation mentioned in the previous paragraph, successively with the other bidders, obeying the order of classification of the Technical Proposals, until an agreement is reached for the contracting;
- h) declare the winner of the final judgment of the bidding process, subject to the provisions of item 2 of Appendix IV of the Basic Project, Annex I of this Notice, the bidder that:
 - h1) has been better classified in the judgment of the Technical Proposal and has submitted the lowest price Proposal; or
 - h2) has been better classified in the judgment of the Technical Proposal and has agreed to practice the lowest price Proposal, among the proposals submitted by the classified bidders; .
- i) inform that the result of the judgment of the Price Proposals and the final judgment of the competition will be published in the form of item 19, with the indication of the classification order, opening a period for filing an appeal, as provided in item 20 of this Notice.

Session Four

21.5. If no appeal has been filed, or if it has been withdrawn or the appeals have been judged, the Special Bidding Committee shall call the bidders classified in the final judgment of the Technical and Price Proposals, in the form of item 20, to participate in the fourth public session, with the following basic agenda:

- a) identify the representatives of the bidders present and collect their signatures on the attendance list;
- b) verify the conditions of participation by the bidders, under the terms of item 4 of this Notice, and record in the minutes any cases of non-compliance;
- c) receive and open the Casings No. 5 of the bidders under conditions of participation, whose documents will be initialed by the members of the Special Bidding Committee and by the representatives of the bidders present or by a commission indicated by them;
- d) analyze the compliance of the Qualification Documents with the conditions established in this Notice and in the legislation in force;
- e) make available to the representatives of the bidders, for examination, the documents included in Casings No. 5;
- f) inform the result of the qualification and inform that it will be published in the form of item 19, with the indication of the qualified and disqualified bidders, opening a period of 05 (five) business days for filing an appeal;
- g) inform that, in the form of item 19, the name of the winning bidder of this competition will be published, if no appeal has been filed during the qualification phase, or if there has been a withdrawal or even if the appeals have been judged.

22. HOMOLOGATION AND ADJUDICATION

22.1. If no appeal has been filed in the final judgment of the competition, or if it has been withdrawn or, still, if the appeals have been filed, the result of this competition will be approved and, thus, the award of its object to the winning bidder will be approved.

22.2. The winner of this bidding process shall be the bidder who:

- a) it has been better classified in the judgment of the Technical proposals;
- b) has submitted the lowest price proposal or agreed to practice it from the negotiation; and
- c) has been qualified, subject to the provisions of item 17 of this Notice.

23. PRE-CONTRACTUAL CONDITIONS

23.1. The winning bidder will have a period of 05 (five) days, counted from the call, to sign the contract instrument, in accordance with the draft that constitutes Annex IV of this Notice.

23.1.1. The term for signing the contract may be extended, at the discretion of the Contracting Party, considering the justifications presented to it by the winning bidder.

23.1.1.1. If the winning bidder does not appear within the deadlines stipulated to sign the contract, the Contracting Party may call the remaining bidders, obeying the order of classification of the Technical Proposals, to sign the contract in the same period and under the same conditions established for the bidder that failed to sign the contract, or revoke this competition.

23.2. The contract for the execution of the services object of this Notice will last for **12 (twelve) months**, counted from the day of its signature, and may be extended, by agreement between the parties, up to the limit of 5 (five) years.

23.3. The contract to be signed, regardless of transcription, shall include the conditions established in this Notice, the elements presented by the winning bidder that have served as a basis for the judgment of this bidding process and the lowest price proposal.

23.4. When signing the contract, proof of the qualification conditions set out in the notice will be required, which must be maintained by the bidder during the term of the contract.

23.4.1. In the case of a foreign company, the following must be presented:

23.4.1.1. the documents made available in the accreditation and qualification phases translated by a sworn translator in Brazil and apostilled in accordance with the provisions of [Decree No. 8.660, of January 29, 2016](#), or another that may replace it, or consularized by the respective consulates or embassies; and

23.4.1.2 power of attorney of the legal representative in Brazil with express powers to receive summons and respond administratively or judicially.

24. CONTRACTUAL WARRANT

24.1. The provisions pertinent to the contractual guarantee are established in item 13 of the Basic Project, Annex I of this Notice.

25. OBLIGATIONS OF THE CONTRACTOR AND THE CONTRACTING PARTY

25.1. The obligations of the Contractor and the Contracting Party, linked to the execution of the contract to be signed as a result of this bidding process, are established in items 6 and 7 of the Basic Project, Annex I of this Notice.

26. INSPECTION AND READJUSTMENT

26.1. The Contracting Party shall appoint a manager and inspector to monitor and supervise the execution of the contract resulting from this competition and record in a report all occurrences, deficiencies, irregularities or failures that may be observed in the execution of the services and shall have powers, among others, to notify the Contractor, aiming at its immediate correction, pursuant to item 9 of the Basic Project, Annex I of this Notice.

26.2. The criteria for readjustment and economic-financial rebalancing will be observed the provisions of sub-item 12 of the Basic Project, Annex I of this Notice.

27. PAYMENT AND REMUNERATION

27.1. For payment of expenses related to the execution of the products and services object of this contract and for remuneration of the contractor, the contents set forth in item 11 of the Basic Project, Annex I of this Notice shall be observed.

28. ADMINISTRATIVE SANCTIONS

28.1. Whoever, summoned within the validity period of their bid or during the bidding procedures, unjustifiably does not sign the contract term or does not accept/withdraw the equivalent instrument, presents false documentation, fails to deliver the documents required in the bidding process, does not maintain the bid, commits tax fraud or behaves in an improper manner, will also be subject to the following sanctions.

28.1.1. warning;

28.1.2. fine of 0.01% (zero point zero one percent) on the estimated value of each contract;

28.1.3. Suspension of bidding with EMBRATUR for up to 2 (two) years.

28.2. The application of a sanction is conditioned to the transit of a sanctioning administrative process, which will guarantee adversary proceedings and ample defense.

28.3. The bidder who is called within the validity period of its bid, during the course of the bidding process, and fails to comply with any of the clauses or conditions of this Notice, observing the right to adversary proceedings and ample defense, shall be subject to the penalties provided below:

28.3.1. Temporary suspension from participating in bids and signing a contract with EMBRATUR for a period of up to 02 (two) years:

a) for up to 06 (six) months:

I - Disturbance of any act in the bidding session, whether by messages via *chat*, e-mail and/or telephone calls;

II - Failure to comply with the qualification requirements, after the analysis of acceptance of the proposal, when the bidder has declared that it met them.

b) for up to 12 (twelve) months:

I - Withdraw from the proposal, except for a just reason resulting from a supervening fact;

II - Request their disqualification, after the judgment of the bids, in the Competition, except for a just reason resulting from a supervening fact;

III - Argue the unenforceability of the prices themselves;

IV - To file an appeal manifestly delaying.

c) for up to 24 (twenty-four) months:

I - Refusal of the winning bidder, convened within the validity period of its bid, to sign or accept the contract, or withdraw the equivalent instrument.

II - Practice of disreputable act aiming to frustrate the objectives of the bidding, such as collusion between companies;

III - Presentation of fraudulent, adulterated, false or falsified documents;

IV - Make a false statement, even partially, regarding any of the qualification requirements required and/or regarding the fulfillment of any of the other requirements provided for in the respective notice and its annexes;

V- Commits tax fraud.

28.4. The dosimetry of the sanction must take into account the reasons of fact and law presented by the Contractor, the severity and scope of potential or materialized losses to EMBRATUR and the disapproval of the conduct, and must respect the exhaustive order provided for in item 28.1, being the mildest warning and the suspension of bidding the most serious.

28.5. The penalty of a fine may be applied concurrently with the others, whenever an equity gain is identified to the company or significant losses to EMBRATUR.

29. FINALL DISPOSITIONS

29.1. The Special Bidding Committee or higher authority, at any stage of this competition, is entitled to promote due diligence aimed at clarifying or complementing the investigation of the bidding process, and the subsequent inclusion of a document or information that should originally appear in the Qualification Documents or in the Technical and Price Proposals is prohibited.

29.1.1. The aforementioned prohibition does not reach a missing document that was not attached to the other proof of qualification and/or the proposal, due to mistake or failure.

29.2. The Special Bidding Committee, at the express request of the Technical Subcommittee, may inspect the infrastructure and material resources that the classified companies presented in the Technical Proposals (Service Capacity), which will be available to the Contracting Party for the execution of the contract.

29.3. The Special Bidding Committee shall take the necessary precautions to preserve confidentiality regarding the authorship of the Corporate Communication Plan – Unidentified Way, until the opening of Wrapper No. 2, in the situations listed in sub-items 29.1 and 29.2.

29.4. Until the signing of the contract, the winning bidder may be disqualified or disqualified if the CONTRACTING PARTY is aware of a fact that discredits its technical classification or qualification, known after the judgment of each phase.

29.4.1. If the winning bidder is disqualified or disqualified, due to the facts referred to in the previous sub-item, the Contracting Party may call the remaining bidders, obeying the order of classification of the Technical Proposals or revoke this competition.

29.5. If, during the execution of the contract, the instrument signed with the Contractor is terminated, in the cases provided for in the legislation and in the contract, the Contracting Party may call the remaining bidders, in the order of classification of the Technical Proposals, to continue the execution of the object, provided that they agree and are willing to comply with all the conditions and requirements to which the signatory of the contract is subject.

29.6. The use of any confidential, secret or reserved element, criterion or fact that may, even indirectly, eliminate the principle of equality between bidders is prohibited.

29.7. If there is evidence of collusion between the bidders or any other act of bad faith, the Contracting Party shall communicate the facts verified to the Administrative Council for Economic Defense of the Ministry of Justice (Cade) and the Federal Public Ministry, for the appropriate measures.

29.8. It is forbidden for any bidder to try to prevent the normal course of the bidding process through the use of resources or merely delaying means, subjecting the author to the applicable legal and administrative sanctions.

29.9. Before the official notice of the result of this competition, no information will be provided to anyone regarding the award of the contract or the analysis, evaluation or comparison between the proposals.

29.10. Upon written and duly substantiated opinion, this competition will be annulled if there is illegality in its processing and may be revoked, at any of its phases, for reasons of public interest arising from a duly proven, pertinent and sufficient supervening fact to justify such conduct.

29.10.1. The nullity of the bidding procedure induces the contract.

29.10.2. The Contracting Party may cancel in full the Note of Commitment that may be issued as a result of this bidding, as well as terminate the contract, regardless of judicial or extrajudicial interpellation, provided that the act is motivated and the adversary proceeding and the broad defense are assured, if the award is annulled, by virtue of any legal provision that authorizes it.

29.11. Before the date scheduled for the receipt of the Wrappers with the Qualification Documents and the Technical and Price Proposals, the Special Bidding Committee may, for reasons of public interest, on its own initiative, as a result of requests for clarification or objections, amend this Notice, except that the period initially established for the presentation of the Qualification Documents and Proposals will be reopened, except when, unquestionably, the change does not affect the formulation of the proposals.

29.12. The Contracting Party shall bear the expenses incurred on the formalization of the contract, including those arising from its publication, which shall be effected in an extract, in the Federal Official Gazette.

29.13. Any analysis of the committee in relation to the judgment shall respect the principles of obtaining the most advantageous proposal, competitiveness and moderate formalism, even if it disregards items of this notice, duly justified.

29.14. The forum of the city of Brasília-DF is elected for the issues raised by this Notice that cannot be resolved administratively.

29.14. The following documents are part of this Notice:

a) Annex I: Basic Design

APPENDICES

APPENDIX I - ESSENTIAL PRODUCTS AND SERVICES

APPENDIX II - COMPLEMENTARY PRODUCTS AND SERVICES

APPENDIX III - JUDGMENT OF TECHNICAL PROPOSALS

APPENDIX IV - PRICE PROPOSAL AND JUDGMENT

APPENDIX V - MODEL PRICE PROPOSAL

APPENDIX VI - BRIEFING

APPENDIX VII – PERFORMANCE EVALUATION INSTRUMENT

APPENDIX VIII - TERM OF COMMITMENT

b) Annex II: Power of Attorney Template:

c) Annex III: Template declaration of impossibility to submit qualification documents

d) Annex IV: Draft of the Contract.

ANNEX I: BASIC DESIGN

1. OF THE OBJECT

1.1. The object of this project is the hiring of companies to provide corporate communication and public relations services, to publicize Brazil abroad as a tourist destination, as well as providing information necessary to subsidize the respective process, according to the conditions, quantities and requirements established in this instrument.

1.2. The objects of the contract are:

- a) Prospecting, planning, implementation, maintenance and monitoring of EMBRATUR's corporate communication solutions, in its relationship with the press and in its performance in public relations, in international territory;
- b) Creation and technical execution of corporate communication actions and/or materials and multimedia content;
- c) Creation, implementation and development of innovative forms of corporate communication, aimed at expanding the effects of EMBRATUR's activities with the press and other stakeholders, in line with new technologies;
- d) Assistance and grant to decision-making and the implementation of the actions, programs, and activities of EMBRATUR's Marketing, Intelligence, and Communication Board (DMIC), as well as compliance with the principle of

publicity and the right to information through corporate communication actions aimed at disseminating ideas, programs, disseminating initiatives and informing and guiding the general public; and

e) Grant the strategic proposition of corporate communication actions to achieve the communication objectives and overcome EMBRATUR's challenges, providing, whenever possible, indicators and metrics for measuring, analyzing, and optimizing results.

1.3. The services that constitute the object of the bidding are characteristic activities of companies that, in Brazil, are called "Corporate Communication Agency", with the purpose, in the specific case of EMBRATUR, to stimulate the media to disclose Brazilian products, services and tourist destinations.

1.3.1. For the services that must be performed abroad, competitors may present foreign companies as international partners, aiming to establish the necessary coverage to serve the continents that make up the lot(s). These partnerships must be informed when submitting the Technical Proposals, by means of a formal document proving the international partnership.

1.3.2. In the formal document presented to prove the partnership, it must be stated that the partnership is headquartered and operates in the continents indicated in sub-item 1.5.

1.4. Publics of interest to Brazil abroad:

- a) Press;
- b) Brazilian Embassies;
- c) International Organizations;
- d) Tourism-related class entities; and
- e) Opinion-forming influencers;

1.5. The object will be divided into 02 (two) lots, namely:

- a) **Lot 1 - North America** (United States), **Central America** (Panama), **South America** (Argentina, Chile, Colombia and Paraguay) **and Oceania** (Australia).
- b) **Lot 2 - Europe** (Germany, Spain, England, Italy, Portugal), **Africa** (South Africa) **and Asia** (United Arab Emirates and Japan).

1.5.1. The products and services that are the object of this Basic Project must be executed in the countries listed in **item 1.5**, respecting the pricing criterion set forth in **item 3.3**, which aims to respect the prices practiced in each market.

1.6. This contract will adopt the indirect execution regime and the contract for Unit Price.

1.7. The company will be contracted through competition, of the best technique type, under the aegis of the Embratur Bidding Manual.

1.8. The contract will be valid for 12 months (twelve months), and may be extended for the interest of the parties up to the limit of 60 (sixty) months.

1.9. The services provided for in sub-item 1.2. do not cover activities with a different nature from EMBRATUR's corporate communication, in its relationship with the press and in its performance in public relations.

2. **JUSTIFICATION AND PURPOSE OF THE CONTRACTING**

2.1. The following are justifications for hiring:

2.1.1. Effect the "Campaign for the Recovery of National Tourism", with a view to reversing the drop in the GDP of services related to tourism and reducing the impact of the Brazilian economic recession. In this scope, it is concluded that it is of fundamental importance to hire the Agency services to provide corporate communication and public relations services, in order to meet the principle of publicity and the right to information, disseminate ideas, principles, initiatives or institutions and inform the general public, to meet the demands of the Brazilian International Tourism Promotion Agency.

2.1.2. For EMBRATUR to be able to fulfill its institutional mission, it is essential that there is a perfect communication of the actions to disseminate the Brazilian tourist destinations and the activities in general performed by the institution with the media and other stakeholders. This work is carried out by the press and public relations advisory areas, taking into account the Communication and Marketing strategy established by the institution's presidency and by the Marketing, Intelligence and Communication Board and its management.

2.1.3. Reinforce the EMBRATUR brand and promote content related to the Tourism market and the destinations of Brazil. For this, the areas of press office and public relations are expanded to ensure capillarity and impact power with the public of interest of the institution, through the production of relevant content, the establishment of dissemination channels and the increase in the number of foreign travelers to Brazil. In this context, it is essential for EMBRATUR to hire a specialized company to provide integrated communication services, since the Contractor will have the primary obligation to use the best technological means/resources available in the market for the communication objective to be fulfilled.

2.1.4. Invest in the relationship with journalists and opinion makers of the priority markets, as executed during all the years of existence of this institution. The results obtained over the years confirm the importance of continuing to invest in this area. A continuous work of Public Relations is essential to publicize the positive agendas about Brazil and its tourist attractions abroad, especially at this time of global resumption of tourism. The contractors will have the role of maintaining the relationship with the main media of the demanded markets, always aiming at the disclosure of the positive aspects of the country.

2.1.5. The Institutional Relations Management intensified its actions during the gradual resumption of tourism in the country, optimizing the work of promoting Brazilian tourist destinations abroad, taking advantage of the resumption scenario to attract new tourists. Therefore, the area identified the need to strengthen relations with the journalistic segment, as it results from a work of

rapprochement, where the media strengthen relations with the image of Brazil, where the institution provides content on topics of interest so that they are widely disseminated through articles, directly reaching the target audience of the Agency: the foreign tourist.

3. SOLUTION DESCRIPTION

3.1. The description of the solution as a whole covers the provision of corporate communication and public relations services. The demands will be met by combining the most appropriate products and services to support EMBRATUR in overcoming its challenges and achieving its communication objectives, including:

a) **Essential Products and Services:** contemplate the basic expertise of the Contractor in the execution of the object of the contract, the items being previously specified and priced by the Contracting Party, with the respective estimated quantities of execution, in **Appendix I**;

b) **Complementary Products and Services:** include basic and specific items not subject to provision by the contractor, nor to forecast by the Contracting Party, but indispensable for the proper contractual execution, provided through specialized suppliers, with the intermediation and supervision of the Contractor, whose categories are described in **Appendix II**.

3.2. The products and services contained in this Basic Project will be executed and delivered **on demand**.

3.3. The products and services must be priced in the currency of the place of provision of the service, of the countries indicated in item 1.5 of this Basic Project.

3.3.1. If there is a need to provide services in any market (country) not included in the list of priced products, the reference value will be, when possible, the average of the values of the other countries of the continent. If there is no possibility of calculating the average, the lowest price criterion in the region is used.

3.4. The professionals who will be involved in the provision of services must have the following profile:

a) **Master Communication Professional:** higher education (courses recognized by the Ministry of Education) with at least 10 (ten) years of experience in public agencies/agencies/companies or communication vehicles of international scope; experience as head or coordinator of private or governmental press office, service manager in public agency, agencies, and/or chief editor, and/or editor. Broad knowledge of management tools and skills for the preparation of Communication and budget work proposal, definition, and implementation of planning, Communication projects, formulation of Communication policies and strategies, and relationship with opinion leaders, conducting *media training* and event management. Responsible for managing and leading teams to execute the actions of the Communication planning. Mastery of English and Spanish and good knowledge of the French language.

b) **Senior Communication Professional:** higher education (courses recognized by the Ministry of Education) with at least 8 (eight) years of experience in press offices of public agencies, agencies, companies or in communication vehicles of international scope, or have acted as a manager or coordinator of service in public press offices or agency. Experience in administration and coordination of communication activities, writing and editing of texts, speeches and articles, in addition to other activities involved in the service, such as defining disclosures and relationship programs with journalists. Responsible for consolidation and reporting and team management. Mastery of the English language and good knowledge of the Spanish language.

c) **Full Communication Professional:** higher education (courses recognized by the Ministry of Education) with at least 5 (five) years of experience in the area of Communication, acting in advisory services of public agencies, agencies/companies or in communication vehicles, and acting as an analyst in public agencies, agencies, and/or reporter, and/or assistant editor. Technical knowledge of the tools available for writing texts and *software* used for *mailing* and dissemination generation. Proficiency in English.

d) **Junior Communication Professional:** Higher education (courses recognized by the Ministry of Education) with at least 1 (one) year of experience in the area of Communication, working in agencies/ companies. Technical knowledge of the tools available for writing texts and *software* used for *mailing* and dissemination generation. Ability to ascertain information, prepare reports, monitor *clipping* and carry out *follow-up* with journalists and also good knowledge in the English language.

e) **Film Reporter:** the professional must have higher education. Must have 05 (five) years of proven experience in the area of journalistic image production, advertising and/or events. Ability to edit images, database and video file.

3.5. The learning gathered in the execution of the current contracts confirms that the professional profiles and the minimum training and experience requirements are essential requirements for the good provision of services, however, it will be up to the winning bidding company to quantify and qualify the team to meet the needs of EMBRATUR according to the lot and the characteristics of the market. The differentiation between Master, Senior, Full and Junior concerns only training and professional experience. The curricula of the professionals must always pass through the approval of EMBRATUR, through analysis of experience and technical training.

3.6. Common Competencies (Master and Senior Communication Professionals):

3.6.1. Ability to prepare journalistic content;

3.6.2. Ability to relate harmoniously with the target audiences to be worked on;

3.6.3. Availability for national and international travel;

3.6.4. Proof of experience in the respective market.

3.7. Description of the joint activities:

3.7.1. Prepare surveys and opinion polls with specific audiences to collect data and information on matters relevant to Embratur inherent to the activity circumscribed in the object;

- 3.7.2. Prepare surveys and opinion polls with specific audiences to collect data and information on matters relevant to Embratur inherent to the activity circumscribed in the object;
- 3.7.3. Plan, prepare and implement communication programs, in all its aspects, covering the study of public opinion, diagnosis and counseling therapies;
- 3.7.4. Supervise and update Embratur's dissemination channels for the press in the national and international market;
- 3.7.5. Promote relationships with journalists from the national and international press, according to the themes to be disclosed;
- 3.7.6. Supervise the performance of studies aimed at improving the technique of news and information;
- 3.7.7. Supervise studies on communication systems, aiming at the improvement of existing ones;
- 3.7.8. Select the appropriate dissemination vehicles for each message, considering the subjects, geographical area and audiences of interest;
- 3.7.9. Prepare journalistic content to be distributed to the national and international press or pasted at the disposal of the media, including texts, images and videos on Brazilian tourism products;
- 3.7.10. Inform Embratur about matters of interest to Brazil as a tourist destination, trends and motivations of public opinion in the national and international market;
- 3.7.11. Plan, supervise, coordinate, execute and evaluate, to a level of greatest difficulty, the activities of the area of its specialty;
- 3.7.12. Advise Embratur's spokespersons on matters related to their specialty;
- 3.7.13. Plan, coordinate, monitor and evaluate trips with foreign journalists (press trips), for the purpose of spontaneous experimentation and dissemination of Brazilian tourism products;
- 3.7.14. Issue opinion on a matter within its competence;
- 3.7.15. Provide statistical data of its activities;
- 3.7.16. Present reports of activities and results.

4. **INSPECTION**

- 4.1. It is not planned to carry out an inspection.

5. **MODEL OF IMPLEMENTATION OF THE SUBJECT MATTER**

- 5.1. The object's execution will follow the following dynamics:

- 5.1.1. The contractual execution will take place through the provision of services and supply of products, previously demanded by EMBRATUR, via Service Order (OS).

- 5.1.1.1. The contractual execution (processes, document, etc.) will take place in Portuguese or in the language in force in Brazil.

- 5.1.2. The details of the contractual execution process and demands through a Service Order will be made by EMBRATUR.

- 5.1.3. The demands will be met by combining the most appropriate products and services to support EMBRATUR in overcoming its challenges and achieving its communication objectives, covering the provisions of letters a) and b) of item 3.1.

- 5.2. **Essential Products and Services** include the Contracting party's elementary needs related to the object of the contract and are grouped in the catalog contained in **Appendix I**, according to their purpose and affinity, in the following categories:

- a) Communication and Promotion Strategy;
- b) Press Service;
- c) Training;
- d) Monitoring and Analysis;
- e) Content Production;
- f) Crisis Prevention;
- g) Image Auditing; and
- h) Service.

- 5.3. The **Essential Products and Services** are specified in **Appendix I**, with the description of the following information:

- a) Title;
- b) Description;
- c) Deliveries;
- d) Aspects to be considered in the assessment of the activity;
- e) Characteristics considered in the complexity classification;
- f) Complexity; and
- g) Delivery term.

- 5.4. The specifications of the Essential Products and Services mentioned in the previous sub-item may be improved by EMBRATUR, whenever the need for greater alignment of the information with the practice experienced with the Contractor is

identified, during the contractual execution.

5.5. When identified the need to execute an item not provided in the catalog of Essential Products and Services, contained in **Appendix I**, but necessary for contractual execution, the Contractor shall submit to EMBRATUR a justification accompanied by the cost estimate and technical specifications, with the description of the same information provided in sub-item 5.3, for the approval of its execution, provided that the item is compatible with the object of the contract.

5.6. After the approval of the execution of the Essential Product and Service, not provided for in the catalog in **Appendix I**, the item may become part of the catalog and, if applicable, generate a new category.

5.7. When the need to execute **Complementary Products and Services**, provided through specialized suppliers, is identified, the Contractor shall submit to EMBRATUR a justification accompanied by the technical specifications and the cost estimate, for its approval.

5.8. The categories of Complementary Products and Services contained in **Appendix II** constitute an exemplary relationship that does not exhaust the contracting of the components indispensable to the perfect contractual execution and can be adjusted to the specific needs of each action, with the prior consent and approval of EMBRATUR, subject to the contractual conditions.

5.9. After approved by EMBRATUR, the new Product and Complementary Service may become part of **Appendix II** and, if applicable, generate a new category.

5.10. Observe the following conditions in hiring specialized suppliers to perform **Complementary Products and Services**:

- a) make prior quotations for all Complementary Products and Services to be provided by specialized suppliers;
- b) only submit quotations obtained from specialized suppliers, able to provide the Contractor with Complementary Products and Services, whose categories are set forth in **Appendix II** of this contract;
- c) present at least 03 (three) quotations collected among specialized suppliers operating in the market of the intended supply branch;
- d) require specialized suppliers to include in the quotation of Complementary Products and Services, the details of the specifications that make up their unit and total prices;
- e) the quotation must be presented in original copy, on letterhead, with the identification of the supplier (full business name, CNPJ or CPF, address, telephone, among other data) and the identification (full name, position in the company, RG and CPF) and signature of the person responsible for the quotation;
- f) for each submitted budget, the presence of the following statement, signed by the Contractor's employee responsible for the documentation, must be observed:

"We certify that this budget and its annexes have been checked and are in accordance with the approved technical specification and contractual requirements".

5.11. When the execution of the Product or Complementary Service has a value greater than 3% (three percent) of the total value of the contract to be signed, the Contractor will collect budgets from suppliers in closed envelopes, which will be opened in a public session, convened and carried out under the supervision of the requesting area.

5.12. If and when deemed convenient, the Contracting Party may supervise the supplier selection process, carried out by the Contractor, when the execution of the Product or Complementary Service has a value equal to or less than 3% (three percent) of the total value of the contract to be signed.

5.13. In the interest of EMBRATUR, there may be displacements of professionals on duty and, in this case, the Contractor will provide the means of transportation, lodging and food of the designated technicians, being reimbursed, upon accountability as provided for in items c1 and c2 of sub-item 11.20.

5.13.1. Any displacement linked to the actions related to the contractual execution must be provided for in the Service Order (OS) and previously approved by the manager.

5.13.2. To authorize travel expenses, the Service Order must contain the following information:

- a) employee name;
- b) purpose of the trip;
- c) starting and ending dates of the trip;
- d) estimated ticket price;
- e) prediction of the number of daily rates; and
- f) estimated price of travel insurance costs (for international travel).

5.13.3. For airline tickets, the use of economy class is defined for any professional in national or international sections.

5.13.4. In exceptional travel by means of means of transport other than air, EMBRATUR may approve the transportation based on the presentation, by the Contractor, of previous budgets and accountability in rules similar to those of air tickets according to sub-item 11.19.

5.14. The execution of any product, service or expense that involves the disbursement of resources must be previously and expressly authorized by EMBRATUR.

5.14.1. For the execution, the Contractor must have, in addition to a qualified administrative structure, sufficient quantity of professionals who must be available for the execution of the services and supply of the products, object of the contracting.

- 5.14.2. The professionals referred to in the previous item may be allocated to EMBRATUR's premises, for a fixed period, in order to meet the demands with the quality and deadlines required, in the provision of the products and services listed in **Appendix I**.
- 5.14.3. The execution, by the Contractor, of products and services on EMBRATUR's premises results from the need for greater proximity between the teams and continuous service that cannot be provided at a distance.
- 5.14.4. EMBRATUR will provide basic infrastructure to provide the products and services that will be performed on its premises, regarding the physical space and furniture.
- 5.14.5. The hiring of specialized suppliers will only be allowed to provide **Complementary Products and Services**, whose categories are described in **Appendix II**, and the performance of the Contractor by order and account of EMBRATUR.
- 5.14.5.1. In the services mentioned in the previous item, it is forbidden to hire, directly or indirectly, an employee, partner or manager of the Contractor, as well as companies in which the Contractor or any of its managers has equity interest.
- 5.14.6. For the execution, the CONTRACTOR must have a sufficient number of professionals, in addition to a qualified administrative structure, which must be available for the fulfillment and execution of the products and services, object of the contracting, whose execution is abroad.
- 5.14.7. Embratur may request the CONTRACTOR to provide services in any of the countries included in the respective lot, even those that are not included in **APPENDIX I – ANNUAL EXECUTION ESTIMATE SPREADSHEET and UNIT PRICES OF ESSENTIAL PRODUCTS and SERVICES**.
- 5.15. In the intermediation and supervision of the execution of Complementary Products and Services, provided by specialized suppliers, the Contractor shall preserve the rules and conditions of its contract with EMBRATUR, being fully responsible for any and all infractions arising from these situations.
- 5.16. Expenses with air tickets, daily rates and travel insurance (in the case of international travel) will be reimbursed by the Contracting Party in the amount effectively disbursed by the Contractor, based on three budgets, with choice of the lowest price, or best cost/benefit ratio.
- 5.16.1. If there is no possibility of submitting 3 (three) quotations, the Contractor shall justify, in writing, the fact to the Contracting party.
- 5.16.2. Exceptionally, if the displacement has to be made through other means of transport, other than air, the Contracting Party may approve based on the presentation, by the Contractor, of previous budgets and accountability in rules similar to those of air tickets.
- 5.17. It will be the responsibility of the Contractor to provide the necessary infrastructure of equipment, facilities and supplies, consisting of microcomputers, software, videoconferencing equipment, technological tools and other resources, in order to ensure the perfect execution of the products and services defined in this Basic Project.
- 5.17.1. In the case of essential products that will be provided in Brazil, EMBRATUR will provide this infrastructure of equipment, facilities and supplies, as they are professionals who will be on EMBRATUR's premises.
- 5.17.2. For the execution, the CONTRACTOR must have a sufficient number of professionals, in addition to a qualified administrative structure, which must be available for the fulfillment and execution of the products and services, object of the contracting, whose execution is abroad.
- 5.18. Embratur may request the CONTRACTOR to provide services in any of the countries included in the respective lot.
- 5.19. The products and services must be priced in the currency of the place where the service is provided.
- 5.19.1. The products and services must be priced in the currency of the place of provision of the service, of the countries indicated in item 1.5 of this Basic Project.

6. CONTRACTING PARTY OBLIGATIONS

- 6.1. Obligations of the CONTRACTING PARTY:
- 6.1.1. Require compliance with all obligations assumed by the CONTRACTOR, in accordance with the contractual clauses and the terms of its proposal;
- 6.1.2. Carry out monitoring and inspection of the services by a specially designated server, recording in its own registry the detected faults, indicating the day, month and year, as well as the names of the employees possibly involved, and forwarding the notes to the competent authority for the appropriate measures;
- 6.1.3. To notify the CONTRACTOR in writing of the occurrence of any imperfections, flaws or irregularities found in the course of the execution of the services, setting a deadline for their correction, making sure that the solutions proposed by it are the most appropriate;
- 6.1.4. Pay the CONTRACTOR the amount resulting from the provision of the service, within the term and conditions established in this Basic Project;
- 6.1.5. Make the tax withholdings due on the value of the Invoice/Invoice of the contractor, as applicable;
- 6.1.6. Provide and make available to the CONTRACTOR the elements and information that are necessary for the execution of the services and the supply of the products;
- 6.1.7. Provide conditions for the proper execution of services and the adequate supplying of products;
- 6.1.8. Verify compliance with the contractual clauses related to the fees due to the Contractor and the conditions for hiring specialized suppliers, by the Contractor;

- 6.1.9. Notify the Contractor, formally and in a timely manner, about the irregularities observed in the fulfillment of the contract to be signed;
- 6.1.10. Notify the Contractor, in writing and in advance, guaranteed the defense, on fines, penalties and any debts of its responsibility;
- 6.1.11. Always make communications to the contractor in writing, exceptionally allowing the use of an electronic message for this purpose.

6.2. In order to preserve the right of specialized suppliers to receive regularly for the products and services performed, the Contracting Party may institute an alternative control procedure for the Contractor to transfer the amounts due to suppliers in operations concomitant with the credit received from the Contracting party.

6.3. On an exceptional basis, the Contracting Party may, directly, settle expenses and make payments to suppliers.

6.4. CMB will not be liable for any commitments made by the CONTRACTOR to third parties, even if linked to the execution of this Agreement, as well as for any damage caused to third parties as a result of any act made by the CONTRACTOR, its employees, agents or subordinates.

6.5. EMBRATUR is required to monitor the execution of the products and services object of the contract to be signed, together with a representative accredited by the Contractor.

7. **CONTRACTOR'S OBLIGATIONS**

7.1. The CONTRACTOR is obligated to:

7.1.1. To execute the contract in accordance with the specifications of this Basic Project and its proposal, with the allocation of employees necessary for the perfect fulfillment of the contractual clauses, in addition to providing and using the necessary materials and equipment, tools and utensils, in the minimum quality and quantity specified in this Basic Project and in your proposal.

7.1.2. To repair, correct, remove or replace, at its own expense, in whole or in part, within the period set by the contract auditor, any services performed in which there are defects, imperfections or errors resulting from the execution or materials employed.

7.1.3. Be responsible for the defects and damages resulting from the execution of the object, as well as for any and all damages caused to Embratur, and must immediately reimburse the Contracting Party in its entirety.

7.1.3.1. The Contracting Party is authorized to deduct from the guarantee required in the notice or payments due to the Contractor, the amount corresponding to the damages suffered.

7.1.4. Use qualified employees with basic knowledge of the services to be performed, in accordance with the rules and regulations in force;

7.1.5. To communicate to the contract Supervisor, within 24 (twenty-four) hours, any abnormal occurrence or accident that occurs at the location of the services.

7.1.6. To provide any clarification or information requested by the Contracting Party or its agents, guaranteeing them access, at any time, to the place of work, as well as to the documents relating to the execution of the project.

7.1.7. Submit in advance, in writing, to the Contracting Party, for analysis and approval, any changes in the executive methods that go beyond the specifications of the Agreement or the Basic Project.

7.1.8. To provide services within the established parameters and routines, providing all materials, equipment and utensils in adequate quantity, quality and technology, in compliance with the recommendations accepted by good technique, standards and legislation;

7.1.9. Provide the means of transport, lodging and food of the designated technicians, being reimbursed, through accountability, when, in the interest of EMBRATUR, there is a displacement of professionals on duty.

7.1.10. Ensure that all displacement linked to actions related to contractual execution is provided for in the Service Order and duly approved by the contract manager.

7.1.11. Operate with complete organization and provide high quality services.

7.1.12. Provide the products and services related to the object of the contract to be signed in accordance with the specifications stipulated by EMBRATUR.

7.1.13. Perform all services related to the object of the contract to be signed, upon request of EMBRATUR.

7.1.14. Exercise quality control in the execution of the services provided, based on the parameters determined by EMBRATUR.

7.1.15. Obtain prior authorization from EMBRATUR, in writing, to carry out any expense related to the contract to be signed.

7.1.16. Immediately act in case of changes, rejections, cancellations or interruptions of one or more services, upon communication from EMBRATUR, respecting the contractual obligations already assumed with specialized suppliers, provided that the occurrences have not been caused by them.

7.1.17. Maintain, during the execution of the contract to be signed, all the conditions of qualification required in the competition that gave rise to said instrument.

7.1.18. Provide the professionals involved in the contractual execution, inside and outside their premises, with the necessary infrastructure of equipment and supplies, consisting of access to the Internet through broadband (wired and wireless), microcomputers, *software*, videoconferencing equipment, technological tools and other resources, in order to ensure the perfect contractual execution.

7.1.19. Allocate the number of agents necessary to ensure the best intermediation with EMBRATUR, observing the profiles necessary for each activity included in the contractual execution.

- 7.1.20. Make efforts to obtain the best conditions in commercial negotiations with specialized suppliers and transfer to EMBRATUR all the advantages obtained.
- 7.1.21. Preserve the rules and conditions of the contract with EMBRATUR in the intermediation and supervision of the services provided by specialized suppliers and fully respond for any and all infractions arising from these situations.
- 7.1.22. Maintain, by itself and its agents, unrestricted and total secrecy about any information provided to it, especially regarding EMBRATUR's performance strategy.
- 7.1.23. Do not disclose information about the provision of the services object of the contract to be signed, involving the name of the Contracting Party, without its prior and express authorization.
- 7.1.24. Sign a Term of Commitment regarding confidentiality and secrecy, according to the model defined by EMBRATUR, undertaking, by itself and its agents, not to pass on the knowledge of confidential information, being responsible for all persons who may have access to the information, through it, and thus undertaking to reimburse the occurrence of any damage or loss arising from any breach of confidentiality of the information provided.
- 7.1.25. Comply with all relevant international, federal, state and municipal laws and positions and be responsible for all losses arising from infractions to which it has given rise.
- 7.1.26. Comply with labor and insurance legislation with respect to its employees.
- 7.1.27. Assume, exclusively, all taxes (taxes and fees) that are due as a result of the object of the contract to be signed, as well as the contributions due to Social Security, labor charges, insurance premiums and work accidents, charges that may be created and required by the Government and other expenses that may be necessary to fulfill the agreed object.
- 7.1.28. Be responsible for undue payments or for the total or partial omission in the collection of taxes that affect or will affect the services provided.
- 7.1.29. Submit, when requested by EMBRATUR, proof that all its labor, social security and tax charges and obligations related to the contract are being satisfied.
- 7.1.30. Respond to EMBRATUR for any losses and damages arising from its delay, omission or error, in the conduct of the services object of the contract to be signed.
- 7.1.31. Be responsible for any liens arising from omissions or errors in the preparation of cost estimates and which result in increased expenses for EMBRATUR.
- 7.1.32. Be responsible for the burden resulting from any actions, demands, costs and expenses arising from damages caused by guilt, intent or omission of its employees and agents, as well as be bound by any responsibilities arising from administrative or judicial actions that may be attributed to it by force of law, related to the fulfillment of the contract to be signed.
- 7.1.33. In the event of a labor action involving the services provided, adopt the necessary measures to preserve EMBRATUR and keep it safe from claims, demands, complaints or representations of any nature and, failing to do so, if there is a conviction, reimburse EMBRATUR for the amounts that it has been required to pay, within the non-extendable period of 10 (ten) business days from the date of actual payment.
- 7.1.34. Respond for any administrative or judicial action brought by third parties based on the legislation of protection of intellectual property, property rights or copyright, related to the services object of the contract to be signed.
- 7.1.35. Provide clarification to EMBRATUR on any discrediting acts or facts reported involving the contractor, regardless of request.
- 7.1.36. Do not guarantee or use the contract to be signed as collateral for any financial transaction.
- 7.1.37. Adopt, in the execution of the services, good practices of environmental sustainability, resource optimization, waste reduction and pollution reduction.
- 7.1.38. Observe the conditions for the supply of products and services to EMBRATUR established in the Notice that gave rise to the contract to be signed.
- 7.1.39. Observe and comply with the provisions contained in the **Risk Matrix of this Basic Project (item 18.9)**.
- 7.1.40. Allocate the necessary number of agents to ensure the best intermediation with EMBRATUR, observing the profiles necessary for each activity included in the contractual execution.
- 7.1.41. Make payments due to specialized suppliers within 10 (ten) days after the credit in your account, from the Bank Order issued by EMBRATUR.
- 7.1.41.1. Deliver to EMBRATUR, by the 10th (tenth) day of the month following the payment, a consolidated report of the payments made to specialized suppliers in the previous month;
- 7.1.41.2. The consolidated report on payments to specialised suppliers shall contain at least the following information:
- a) Service Order No.;
 - b) date of credit of the Contracting party's bank order;
 - c) date of payment to the specialized supplier by the contractor;
 - d) name of the specialised supplier favoured;
 - e) tax document number;
 - f) payment amount.

7.1.41.3. Failure to comply with the provisions of sub-items 7.1.42 or failure to present a plausible justification for non-payment within the stipulated period may imply the suspension of the settlement of the CONTRACTOR's expenses, until the pending issue is resolved;

7.1.41.4. If the pending issue is not resolved within **15 (fifteen) days**, counted from EMBRATUR's notification, the **contractual non-performance** by the Contractor will be characterized;

7.1.41.5. Characterized by the contractual non-performance for the reasons expressed in sub-item 7.1.42.4, EMBRATUR may choose to terminate the contract or, exceptionally, settle expenses and make the respective payments directly to specialized suppliers.

7.1.42. Be responsible for any financial, procedural and other charges arising from the Contractor's failure to comply with payment terms to specialized suppliers.

7.1.43. The Contractor shall always seek the lowest price with the best quality for the execution of the object of the contract.

8. THE SUBCONTRACTING

8.1. The subcontracting of specialized suppliers for the provision of Complementary Products and Services, described in **Appendix II**, is allowed, and the performance of the CONTRACTOR by order of EMBRATUR.

8.1.1. In such cases, it is forbidden to hire, directly or indirectly, an employee, partner or manager of the CONTRACTOR, as well as companies in which they have equity interest.

8.2. In any case of subcontracting, remains the sole responsibility of the CONTRACTOR the perfect contractual implementation, and shall carry out the surveillance and coordination of activities of the subcontractor, as well as to be liable before the CONTRACTING PARTY by strict compliance with contractual obligations related to the subcontracting subject matter.

8.3. The Contractor shall be responsible for the control and proof of fiscal regularity by the subcontracted company.

8.4. The subcontracting of specialized suppliers by the CONTRACTOR for the execution of the Essential Products and Services, specified in **Appendix I**, shall not be allowed.

8.5. The prices proposed for the execution of any products and services are the sole responsibility of the Contractor, and it is not responsible for claiming any change, under the allegation of error, omission or any other pretext.

9. CONTROL AND INSPECTION OF EXECUTION

9.1. The quantities of the Essential Products and Services, provided for in **item 2 of Appendix I**, represent only estimates and will be executed to the extent of EMBRATUR's need and convenience, which may readjust them, causing different distribution from that previously established.

9.1.1. The quantity referred to in the previous item was expected to be executed during the contractual term of 12 (twelve) months.

9.2. EMBRATUR will supervise the execution of the contracted products and services and will verify compliance with the technical specifications, and may reject them, in whole or in part, when they do not correspond to the desired or specified.

9.3. It will be appointed manager, holder and substitute, and inspectors, to monitor and supervise the execution of the contract to be signed and record in report all occurrences, deficiencies, irregularities or failures that may be observed in the execution of the products and services and will have powers, among others, to notify the Contractor, aiming at its immediate correction.

9.4. The authorization, by EMBRATUR, of the services performed by the Contractor or by specialized suppliers will not relieve it of its responsibility for the perfect technical execution and proof of the services.

9.5. The absence of a communication by EMBRATUR, referring to the irregularity or failures, does not exempt the Contractor from the responsibilities determined in the contract to be signed.

9.6. The Contractor will allow and offer conditions for the broadest and most complete inspection, during the term of the contract to be signed, providing information, providing access to the relevant documentation and to the products and services in execution and considering the observations and requirements presented by the inspection.

9.7. The Contractor undertakes to allow the internal audit of EMBRATUR and/or external audit indicated by it to have access to documents and materials that relate to the products and services provided to EMBRATUR.

9.8. EMBRATUR may, at its discretion, evaluate the performance of the CONTRACTOR regarding the planning and execution of the products and services object of the contract to be signed.

9.8.1. The evaluation will be considered by EMBRATUR for:

- a) ascertain the need to request, on the part of the Contractor, corrections aimed at providing greater quality of services provided;
- b) decide on extension of term or termination of contract; and
- c) provide, when requested by the CONTRACTOR, statements on its performance to serve as proof of technical qualification.

9.8.2. A copy of the performance evaluation instrument will be forwarded to the manager and inspectors of the contract to be signed and will be available to the internal and external control bodies.

9.9. The monitoring and inspection of the execution of the contract consists of verifying the compliance of the provision of services, materials, techniques and equipment used, in order to ensure the perfect fulfillment of the adjustment, which will be exercised by one or more

9.10. The verification of the adequacy of the provision of the service shall be based on the criteria set forth in this Basic Project.

9.11. The supervision of the contract, when verifying that there was undersizing of the agreed productivity, without loss of quality in the execution of the service, must communicate to the responsible authority so that it promotes the contractual adequacy to the productivity actually performed.

9.12. The representative of the CONTRACTING PARTY shall promote the registration of verified occurrences, adopting the necessary measures for the faithful fulfillment of the contractual clauses.

9.13. The Inspection referred to in this clause does not exclude or reduce the liability of the CONTRACTOR, including third parties, for any irregularity, even if resulting from technical imperfections, redibitory defects, or use of inappropriate or substandard material and, in the event of such failure, implies co-responsibility of the CONTRACTING PARTY or its agents, in accordance with Art.

9.14. The supervision by EMBRATUR in no way restricts the sole, integral and exclusive responsibility of the Contractor for the perfect execution of the services and supply of the products.

10. RECEIPT AND ACCEPTANCE OF THE OBJECT

10.1. The services will be **provisionally received within the period of up to the 5th day of the month following** the provision of services, by the supervisor or contract manager, for the purpose of subsequent verification of their compliance with the specifications contained in this Basic Project, in the Service Request and in the Service Proposal. CONTRACTOR PARTY shall send an execution report, for analysis of the supervision of the contract.

10.2. The services may be rejected, in whole or in part, when in disagreement with the specifications contained in this Basic Project and in the Service Order, and the Contractor shall, within two (2) days from the notification, at its expense, without prejudice to the application of penalties, make the adjustments requested by the inspection of the contract.

10.3. The services will be **received definitively until the 20th day of the month following** the provision of the services, after verification of the quality and quantity of the material and consequent acceptance by means of a Definitive Receipt Term.

10.4. After the inspection of the services provided, the manager will indicate to the Contracting Party that the services are in accordance with the specifications of the Basic Project and that the issuance of the Invoice is authorized.

10.5. The indication of compliance with the execution of the object does not exclude the Contractor's liability for damages resulting from the incorrect execution of the contract, or, at any time, the guarantees granted and the responsibilities assumed in the contract and under the legal provisions in force.

11. PAYMENT

11.1. Payments to the CONTRACTOR shall be made for the amounts resulting from:

- a) effectively performed provision of Services and delivery of Essential Products;
- b) contracting of Complementary Products and Services;
- c) fees levied on the prices of Complementary Products and Services;
- d) reimbursement of travel expenses of professionals on duty, as provided in item 5.13.2.

11.2. For the payment of the **Essential Products and Services**, the prices of the spreadsheet contained in **item 2 of Appendix I** will be charged, on a linear basis, the discount contained in the lowest price Proposal.

11.2.1. In the case of the execution of an item **not provided for** in the catalog of Essential Products and Services, contained in **Appendix I**, the Contractor shall submit to EMBRATUR a justification accompanied by the cost estimate and technical specifications, with the description of the following information:

- a) Title;
- b) Description;
- c) Deliveries;
- d) Aspects to be considered in the assessment of the activity;
- e) Characteristics considered in the complexity classification;
- f) Complexity; and
- g) Delivery term.

11.2.2. The estimated costs of an item not provided for in the Essential Products and Services catalog must be accompanied by 2 (two) more market budgets, in addition to the Contractor's budget.

11.2.3. The budgets shall contain the following information:

- a) business name;
- b) company tax payer registration;
- c) full address;
- d) telephone number and email for contact;
- e) detailed description of the quoted product or service;
- f) quantity, unit price and total price;
- g) place and date of Issue; and
- h) name in full, RG, CPF, position and function of the person responsible for the quotation.

- 11.3. The budgets must be original and signed by the respective persons responsible for the quotations, and proposals sent by electronic means may be accepted, provided they are issued from the institutional addresses of the companies.
- 11.4. If there is no possibility of presenting another 2 (two) budgets, the Contractor shall justify the fact, in writing, for EMBRATUR's appreciation, before making the expense.
- 11.5. Based on the technical specification presented, the proposal will be evaluated by EMBRATUR, which, for the approval of the budget, may verify, at any time and at its discretion, the adequacy of the Contractor's prices, in relation to those of the market.
- 11.6. To support the analysis of the budgets presented by the Contractor, EMBRATUR may seek the references of the prices charged by the Public Administration in relation to the **Essential Products and Services**.
- 11.7. For payment of **Complementary Products and Services**, the percentage of fees contained in the proposal presented, whose categories are listed in **Appendix II** of the Basic Project of this contracting procedure will be practiced.
- 11.8. Payments will be made in US Dollars (US\$) in Lot 1 and in Euro in Lot 2 (€). If the contracted company is Brazilian, it will receive payments in reais (R\$). For the conversion of the amounts in foreign currencies to real (R\$), the quotation informed by the Central Bank must be used on the website: [Central Bank Conversion Portal](https://www.bcb.gov.br/conversao) - <https://www.bcb.gov.br/conversao>, at the exchange rate in force on the business day immediately before the date of actual payment.
- 11.9. In the case of the execution of an item **not provided for** in the catalog of **Essential Products and Services**, contained in **Appendix I**, the Contractor shall submit to EMBRATUR a justification accompanied by the cost estimate and technical specifications, with the description of the following information:
- a) Title;
 - b) Description;
 - c) Deliveries;
 - d) Aspects to be considered in the assessment of the activity;
 - e) Characteristics considered in the complexity classification;
 - f) Complexity; and
 - g) Delivery term.
- 11.10. For payment of the **Complementary Products and Services**, the Contractor shall submit to EMBRATUR a justification accompanied by the technical specifications and the cost estimate, for its approval.
- 11.11. The cost estimate of the Complementary Products and Services must be accompanied by 3 (three) market budgets, for approval by EMBRATUR.
- 11.12. The budgets must contain the information contained in **item 11.2.3**, as well as follow the prescriptions contained in **item 11.3**.
- 11.13. If there is no possibility of presenting another 2 (two) budgets, the Contractor shall justify the fact, in writing, for EMBRATUR's appreciation, before making the expense.
- 11.14. For the approval of the costs, EMBRATUR may consult with the market to verify the budgets presented.
- 11.15. To support the analysis of the budgets presented by the Contractor, EMBRATUR may seek the references of the prices charged by the Public Administration in relation to the Essential Products and Services.
- 11.16. In order to pay the **fees levied on the prices of the Complementary Products and Services**, the Contractor will receive fees only on the prices of the products supplied and/or the services provided through specialized suppliers with their intermediation and supervision, not being applicable to any other point of the contract.
- 11.17. For the payment of fees, EMBRATUR will consider the percentage contained in the winning Proposal.
- 11.17.1. The fees referred to in the previous sub-item shall be calculated on the price actually billed, and no amount related to taxes whose collection is the responsibility of the Contractor may be added to it.
- 11.18. The reimbursement of travel expenses of professionals on duty during the contractual execution will be made from an accountability presented by the contractor to EMBRATUR.
- 11.19. The travel of professionals on duty must be provided for in a Service Order previously approved by the manager or inspector of the contract.
- 11.19.1. For authorization of displacements, the Service Order must contain the following information:
- a) employee name;
 - b) purpose of the trip;
 - c) starting and ending dates of the trip;
 - d) estimated ticket price; and
 - e) prediction of the number of daily rates.
- 11.19.2. For airline tickets, the use of economy class is defined for any professional in national or international sections.
- 11.19.3. Expenses with airline tickets will be reimbursed by EMBRATUR in the amount effectively disbursed by the Contractor, based on 03 (three) budgets, with choice of the lowest price or the best cost/benefit ratio.

- 11.19.4. Quotations must be dated and made with different companies that do not belong to the same corporate group and may be made on the websites of the respective airlines.
- 11.19.5. Quotations must be made at least 10 (ten) days in advance. If there is no possibility of such advance, the Contractor shall justify the fact, in writing, to EMBRATUR.
- 11.19.6. If there is no possibility of presenting 3 (three) quotations, considering the specificities of the displacements, the Contractor shall justify the fact, in writing, to EMBRATUR.
- 11.19.7. In exceptional travel by means of means of transport other than air, EMBRATUR may approve the transportation based on the presentation, by the Contractor, of previous budgets and accountability in rules similar to those of air tickets according to sub-item 11.19.
- 11.19.8. All other expenses with lodging, food, transfers or any other involved in the trip will be paid by EMBRATUR, through daily rates, in accordance with the values established in the Sole Annex of DIREX Resolution No. 07/2019 for its employees, or an instrument that replaces said annex.
- 11.19.8.1. For daily rates in the country and abroad, the values referring to the "Other Travelers" Category, provided for in the Night Table; according to the values established in the Sole Annex of DIREX Resolution No. 19/2021 for its employees, or an instrument that replaces said annex.
- 11.19.8.2. The accounting of the daily rates will occur in the manner applied to EMBRATUR employees.
- 11.19.9. The accountability of the displacements of professionals on duty shall be made by means of a travel report to be presented by the Contractor to EMBRATUR.
- 11.19.10. The travel report must be presented in Portuguese, with the characterization of "reimbursement" of the values, duly signed by the company representative (identified by name and position), accompanied by the following documents:
- a) ticket price quotations for the requested stretch;
 - b) proof of purchase of the lowest price ticket; and
 - c) boarding passes.
- 11.19.10.1. The date to be considered for the quotation must be that of the Service Order that originated the trip, and the value to be used is the purchase.
- 11.19.11. As the Central Bank presents the quotation with 04 (four) decimal places, the billing must consider the 04 (four) places in the calculation, with the cents being rounded in the final result, so that the amount to be reimbursed follows the monetary standard in reais.
- 11.19.12. For the purpose of reimbursing expenses, the travel of professionals on duty, carried out outside the EMBRATUR headquarters city and outside the Contractor's base will be considered.
- 11.20. In order to make the payment and remuneration for the execution of the products and services previously authorized by EMBRATUR, the Contractor shall submit the following documents:
- a) Essential Products and Services (Appendix I):
 - a1) invoice or bill issued, without erasure, in legible letter, in the name and CNPJ of EMBRATUR, which will contain the contract number, the description of the products and services performed, the number of the respective Service Order and the information for current account credit (name and bank number, name and branch number and account number);
 - a2) documents proving the execution of the products and services.
 - b) Complementary Products and Services (Appendix II):
 - b1) invoice of the Contractor issued in accordance with the requirements described in item "a1)", for billing of fees levied on the prices of complementary products and services, accompanied by the first copy of the tax document of the specialized supplier, which will be issued on behalf of Embratur;
 - b2) documents proving the delivery of the products or execution of the Complementary services.
 - c) Expenditure on travel of professionals on duty:
 - c1) debit note, issued according to the requirements described in item "a1)", listing the means of transport contracted, with the respective CNPJ, corporate name and values, as well as the amount of daily rates necessary to cover the other expenses involved in the travel;
 - c2) accountability with travel report.
- 11.20.1. It is authorized the issuance of Invoice through CNPJ of the subsidiary of the contracted company.
- 11.20.1.1. In the case of issuance, according to item 11.20.1, it will be necessary to prove the tax regularity of the branch and the headquarters responsible for the contractual execution.
- 11.21. The corresponding invoice or bill must be delivered by the Contractor, directly to the manager or inspector of the contract, after due approval of the execution of the products and services (budgets, reports and vouchers).
- 11.22. The payment will only be authorized after the "ATTESTATION" has been made by the contract manager in the invoice presented.
- 11.23. The contract manager or his substitute will only attest to the execution of the products and services and will release the documents for payment when all the agreed conditions are fulfilled by the Contractor.

11.24. The invoices issued by the Contractor must be accompanied by an attached document with the following statement, signed by an employee of the corporate communication company responsible for the documentation:

"We certify that all products and services described in Invoice No. XXXXX/YEAR, provided by specialized suppliers were delivered/performed as authorized by EMBRATUR, and the procedures provided for in the contract regarding the regularity of contracting and proof of execution are also observed."

11.25. The payment of the products and services will be made after the presentation of the documents provided for as the case may be, and will be effected by means of a credit in a current account maintained by the Contractor, if EMBRATUR does not find faults in the documents presented.

11.26. The date of payment shall be considered the day on which the payment order is recorded as issued.

11.27. Before payment to the Contractor, the documents proving tax and labor regularity will be consulted, when applicable.

11.28. EMBRATUR, as a withholding source, will discount and collect the taxes and contributions to which it is bound by current or supervening legislation, referring to the payments it makes.

11.29. The Contractor shall assume, exclusively, all taxes (taxes and fees) that are due as a result of the execution of the products and services of the object of this contract.

11.30. If the Contractor opts for the Integrated System for the Payment of Taxes and Contributions of Micro and Small Businesses – SIMPLES, it must present, together with the invoice, the due proof, in order to avoid withholding of taxes and contributions, according to the legislation in force.

11.31. Before the payments are made, proof of the contractor's regularity will be made, by consulting the systems necessary for said verification and the website of the Superior Labor Court.

11.32. It will be up to the management of EMBRATUR responsible for the settlement and payment to verify the regularity of the Contractor with regard to the following topics:

- a) Certificate of Good Standing of the Severance Indemnity Fund for Employees (FGTS);
- b) Joint Negative Certificate of Debts Relating to Federal Taxes and Active Debt of the Federal Government, issued by agencies of the Federal Revenue Service of Brazil and the Attorney General's Office of the National Treasury; and
- c) Debt clearance certificates issued by agencies of the State and Municipal Treasury Departments.

11.32.1. If any irregularity is found, the Contractor shall be notified by the Manager or Inspector, in writing, so that within five (5) days it can regularize its situation or, within the same period, present its defense, under penalty of contractual termination.

11.32.2. The term stipulated in the previous item may be extended at the discretion of EMBRATUR.

11.32.3. As it is an international bidding, foreign companies that do not operate in the country will meet the requirements of the previous paragraphs through equivalent documents, authenticated by the respective consulates and translated by a sworn translator, and must have legal representation in Brazil with express powers to receive summons and respond administratively or judicially.

11.33. Any changes in bank details must be communicated to EMBRATUR, by letter, being under the responsibility of the CONTRACTOR the losses arising from incorrect payments due to lack of information.

11.34. The payments made by EMBRATUR do not exempt the CONTRACTOR from its obligations and responsibilities assumed.

11.35. The services performed will be received by the Embratur representative who will carry out the verification and analysis of compliance, according to the deadlines stipulated in item **10 - RECEIPT and ACCEPTANCE OF the OBJECT.**

11.35.1. The CONTRACTOR may only issue and send the invoice to Embratur, from the definitive receipt of the service and authorization, by e-mail or other suitable means agreed between the contractor's agent and the contract manager, by Embratur.

11.36. After complying with all the aforementioned requirements and awaiting Embratur's procedural procedure, the Financial Coordination must make the payment **within 10 (ten) business days**, after receipt of said process.

11.37. In the event of any overdue payment, upon request of the CONTRACTOR, provided that it has not competed in any way for such, it is agreed that the financial compensation rate due by the CONTRACTING PARTY shall be calculated by applying the following formula:

$EM = I \times N \times VP$, where:

EM = Charges for late payment;

N = Number of days between the date expected for the payment and the actual payment;

VP = Value of the portion to be paid.

I = Financial compensation index = 0.00016438, as follows:

$I = (TX)$	$I = \frac{(6 / 100)}{365}$	$I = 0.00016438$ TX = Annual percentage rate = 6%
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12. READJUSTMENT OF ESSENTIAL PRODUCTS AND SERVICES

12.1. The prices are fixed and non-adjustable within 1 (one) year from the date of signature of the contract.

12.2. Within the term of the contract and at the request of the Contractor, the contracted prices may be adjusted after the interregnum of 1 (one) year, applying the Extended National Consumer Price Index – IPCA exclusively for the obligations initiated and

concluded after the occurrence of the annuality.

12.2.1. If the CONTRACTOR is a foreign company, within 06 (months) after signing the contract, it may indicate another official inflation index of its country.

12.2.2. The CONTRACTOR shall forward the supporting documentation for analysis and approval by EMBRATUR.

12.3. In the case of adjustments subsequent to the first one, the minimum interregnum of one year will be counted from the financial effects of the last adjustment.

12.4. In the event of delay or non-disclosure of the readjustment index, the Contracting Party shall pay the Contractor the amount calculated by the last known variation, settling the corresponding difference as soon as the definitive index is disclosed. The CONTRACTOR is obliged to present a calculation memory regarding the price adjustment of the remaining amount, whenever this occurs.

12.5. In the final measurements, the index used for readjustment will necessarily be the definitive one.

12.6. If the index established for adjustment is extinct or, in any case, can no longer be used, the one determined by the legislation then in effect will be adopted as substitute.

12.7. In the absence of legal provision as to the substitute index, the parties will elect a new official index, for adjusting the price of the remaining value, by means of an additive term.

12.8. The possibility of economic and financial rebalancing of the contractual values is guaranteed, which should provide the means of proof of the new market definitions that give rise to the economic imbalance of the contract, corroborated by cost spreadsheets.

13. CONTRACTUAL WARRANTY

13.1. The Contractor, within **10 (ten) days** after signing the Contract Term, will provide a guarantee in the amount corresponding to 1% (one percent) of the contract value, which will be released in accordance with the conditions set forth in this Basic Project, as provided in art. 39 of EMBRATUR's Bidding and Contracts Manual.

13.1.1. Failure to comply with the deadline set for the presentation of the guarantee will result in the application of a fine of 0.01% (zero point zero one percent) of the value of the contract per day of delay, up to a maximum of 2% (two percent);

13.1.2. The delay of more than thirty (30) days authorizes the Agency to promote the termination of the contract for non-compliance or irregular compliance with its clauses, according to EMBRATUR's Bidding and Contracts Manual.

13.2. The validity of the guarantee, whatever the modality chosen, must cover a period of 90 (ninety) days after the end of the contractual term.

13.3. The guarantee shall ensure, whatever the mode chosen, payment of:

13.3.1. losses arising from non-compliance with the object of the contract;

13.3.2. direct damages caused to the Agency due to fault or intent during the execution of the contract;

13.3.3. moratorium and punitive fines imposed by the Agency on the Contractor; and

13.3.4. labor and social security obligations of any nature, not carried out by the contractor, when applicable.

13.4. The Contractor shall choose one of the following types of guarantee:

13.4.1. cash deposit; or

13.4.2. warranty insurance; or

13.4.3. bank guarantee.

13.5. In the event of a change in the value of the contract, or extension of its term, the guarantee must be adjusted to the new situation or renewed, following the same parameters used when contracting, including the terms provided for in item 13.1.

13.6. If the value of guarantee is used, wholly or partly, in payment of any obligation, the Contractor agrees to make its replacement in the maximum term of **ten (10) business days** from the date of its notification.

13.7. The Contracting Party shall perform the guarantee in accordance with the legislation governing the matter.

13.8. The guarantee shall be considered extinct:

13.8.1. with the return of the policy, letter of guarantee or authorization for the withdrawal of amounts deposited in cash as a guarantee, accompanied by a statement by the Contracting Party, by means of a detailed term, that the Contractor has complied with all the clauses of the contract;

13.8.2. at the end of the period of ninety (90) days after the end of the term, if the Contracting Party does not report the occurrence of claims.

14. ADMINISTRATIVE SANCTIONS

14.1. For total or partial non-execution of the object of this contract, the Administration may apply the following sanctions to the CONTRACTOR:

14.1.1. Warning;

14.1.2. Fines:

14.1.2.1. Of 0.001% (one thousandth percent) of the total value of the contract, in which any product or service intended for it has been delivered or performed (provisionally or definitively) with delay, applicable per day of delay, being understood as delay, non-

compliance with the contractual deadline for delivery/realization of the product/service;

14.1.2.2. Of 0.001% (one thousandth percent) of the total value of the Contract for breach of any of its clauses or conditions, other than those specified in sub-item 14.1.2.1., applied twice in the recurrence;

14.1.2.3. Suspension of bidding with EMBRATUR for up to 2 (two) years.

14.2. The application of a sanction is conditioned to the transit of a sanctioning administrative process, which will guarantee adversary proceedings and ample defense.

14.3. The dosimetry of the sanction must take into account the reasons of fact and law presented by the Contractor, the severity and scope of potential or materialized losses to EMBRATUR and the disapproval of the conduct, and must respect the exhaustive order provided for in item 14.1, being the mildest warning and the suspension of bidding the most serious.

14.4. The penalty of a fine may be applied concurrently with the others, whenever an equity gain is identified to the company or significant losses to EMBRATUR.

14.5. In the process of applying penalties, the rules and procedures of EMBRATUR's Bidding and Contracts Manual shall prevail.

15. SUPPLIER SELECTION CRITERIA

15.1. The technical qualification criteria to be met by the supplier will be:

- a) Presentation of the supporting documentation that demonstrates the capacity to serve/act at the international level, according to the lot tendered, through a certificate of technical capacity, issued on behalf of the bidder, by legal entities governed by public or private law, which proves the execution in services similar to the object of this Basic Project.

15.2. The criterion for judging the proposal is the best technique.

15.3. In this contracting there is no installment payment of the items, since the grouping is technically feasible and represents a gain in economies of scale, as well as facilitating EMBRATUR in the administration of a smaller number of contracts.

16. PRESENTATION OF TECHNICAL PROPOSALS

16.1. The products and services will be contracted through bidding, in the Competition modality, of the Best Techniquetype, under the aegis of Embratur's Bidding and Contracts Manual. The bidders must submit technical proposals structured according to the following requirements and sub-questions:

ASPECTS	SUBQUESTIONS
1. Corporate Communication Plan	1. Basic Reasoning
	2. Corporate Communication Strategy
	3. Corporate Communication Solution
	1. Implementation Plan
2. Service Capacity	
1. Reports of Corporate Communication Solutions	

16.1.1. The Technical Proposal will be written in Portuguese, except for technical expressions of current use, with clarity, without amendments or erasures.

16.2. Question 1 - Corporate Communication Plan - Unidentified Copy: for presentation of the Plan, the bidder must consider the following guidelines:

- a) in a single notebook, portrait orientation and with black spiral placed on the left;
- b) a4 paper cover and back cover, white, with 90 gr/m², both blank;
- c) content printed on A4 paper, white, 75 gs-2m, portrait orientation;
- d) spacing of 3 cm on the left margin and 2 cm on the right, from the respective edges;
- e) titles, entertainments, paragraphs and subsequent lines without indentation;
- f) single spacing between lines and, optionally, double spacing after headings and headings and between paragraphs;
- g) justified alignment of the text;
- h) text and numbering of pages in Arial font, black color, size 12 (twelve) points, subject to subitems 16.2.1, 16.2.2 and 16.2.3;

i) numbering of all pages, in the lower center, by the text editor, starting from the first internal page, in Arabic numerals;

j) without bidder ID

16.2.1. The specifications of sub-item 16.2 do not apply to the examples of corporate communication actions and/or materials referred to in sub-item 16.3.3 (b) and to the indication provided for in sub-item 16.3.3.9.

16.2.2. The Basic Reasoning and Corporate Communication Strategy subquites may have graphs, tables, tables or spreadsheets, observing the following guidelines:

a) can be edited in color;

b) the data and information must be edited in the Arial source and may have a size of 08 (eight) to 12 (twelve) points;

c) the pages on which they are inserted may be:

c1) presented on folded A3 paper. In this case, for the purposes of the maximum limit provided for in subitem 16.2.6, each A3 paper sheet will be computed as 02 (two) pages of A4 paper;

c2) printed in landscape orientation.

16.2.3. The graphs, charts, tables or spreadsheets that are part of the sub-question Implementation Plan may:

I - be edited in color;

II - have fonts and font sizes commonly used in these resources;

III - have any type of margin formatting;

IV - be presented on A3 folded paper.

16.2.3.1. The pages on which the charts, tables and spreadsheets of this subquite are inserted can be printed in the landscape orientation.

16.2.4. The examples of actions and/or materials that are part of the subrequirement Corporate Communication Solution must be presented separately from the notebook referred to in item 'a' of subitem 16.2.

16.2.4.1. These examples must be adapted to the dimensions of Wrapper No. 2, and the bidder must pay attention to the provisions of sub-item 16.2.2 (c).

16.2.5. The Corporate Communication Plan – Unidentified Way may not have information, brand, sign, label or any other element that allows the identification of its authorship, before the opening of Wrapper No. 3.

16.2.6. The texts of the Basic Reasoning, the Corporate Communication Strategy and the relationship provided for in item 'a' of sub-item 16.3.3 are limited, taken together, to 15 (fifteen) pages.

16.2.7. The texts, graphs, charts, tables, and spreadsheets included in the Implementation Plan are limited, taken together, to 10 (ten) pages, and the bidders are responsible for paying particular attention to item 'c' provisions of sub-item 16.2.2 and sub-item 16.2.3.

16.2.8. Isolated pages may be used for the purpose of indicating the Corporate Communication Plan and its sub-questions. These pages will not be computed within the limit of pages provided for in sub-item 16.2.6 and must follow the specifications of sub-item 16.2, as applicable.

16.3. The bidder must submit the Corporate Communication Plan – Unidentified Copy based on the *Briefing (Appendix VI)*, observing the following provisions:

16.3.1. Sub-Quality 1 – Basic Reasoning – presentation in which the bidder will describe:

a) the analysis of the characteristics and specificities of the Contracting Party and its role in the context in which it operates;

b) the diagnosis of the corporate communication needs identified;

c) understanding EMBRATUR's relationship with its different audiences; and

d) understanding the communication challenge and objectives set out in the *Briefing*.

16.3.2. Subquestion 2 – Corporate Communication Strategy – presentation and defense of the strategy proposed by the bidder to overcome the challenge and achieve the communication objectives established in the *Briefing*, comprising:

a) the explanation and defense of the recommendations to be observed by EMBRATUR's spokespersons in their relationship with the press, opinion makers and other stakeholders, linked to the *Briefing* theme; and

b) proposition and defense of the central points of the proposal, especially: what to do; when to do it; how to do it, what own communication resources to use; what other corporate communication resources or instruments to use; editorial and content guidelines to be adopted; which audiences; what actions, instruments or materials to use; and what effects and expected results.

16.3.2.1. The bidder may not contemplate in the Corporate Communication Strategy promotion activities and the holding of events without connection with the nature of a corporate communication action, relationship with the press and public relations.

16.3.3. Subquestion 3 – Corporate Communication Solution – presentation of corporate communication actions and/or materials in accordance with the proposed strategy, including:

a) list of all corporate communication actions and/or materials that the bidder deems necessary to overcome the challenge and achieve the communication objectives established in the *Briefing*, with details of each one;

b) examples of the actions and/or corporate communication materials that present visual characteristics, contained in the list provided for in the previous paragraph, that the bidder deems most appropriate to illustrate its proposal, subject to the conditions established in sub-item 16.3.3.3.

16.3.3.1. The details mentioned in item 'a' of sub-item 16.3.3 shall include the specification, dynamics or mechanism of each corporate communication action and/or instrument, the explanation of its purpose, its target audience and its tactical functions within the scope of the proposed strategy.

16.3.3.2. If the bidder's proposal provides for a number of actions and/or corporate communication materials higher than the limit established in sub-item 16.3.3.3, which may be physically presented as examples, the list mentioned in sub-item 16.3.3 (a) shall be prepared in two blocks: one for the actions and/or materials presented as examples and the other for the remainder.

16.3.3.3. The examples of corporate communication actions and/or materials referred to in item 'b' of sub-item 16.3.3 are limited to 5 (five), regardless of their type or characteristic and may be presented in the form of:

- a) texts, scripts, *storyboards*, printed and/or assembled layouts ('doll');
- b) *storyboards* or animatics *storyboards*; and
- c) 'monsters' or electronic layouts.

16.3.3.4. The *Storyboards* and printed and/or assembled layouts ('doll') must preserve the ability to read texts and messages, without color limitation, with or without support or *pass-partout*, subject to the provisions of sub-item 16.2.4.

16.3.3.5. In the animated or *animatic storyboard*, photos and still images can be inserted, as well as soundtrack, voice of characters and voiceover. Moving images cannot be inserted.

16.3.3.6. In the 'monsters' or electronic layouts, all the reference elements of the action and/or corporate communication materials, such as moving images, soundtrack, and voiceover, can be inserted.

16.3.3.7. The 'monster', the electronic layout, the animated or *animatic storyboard* should be presented on CD, DVD or *pen drive*, executable on Windows operating system.

- a) These presentation media (CD, DVD or *pen drive*) may not contain information, brand, sign, label or any other element that allows the identification of the bidder or any advertiser, only the brand of its manufacturer.

16.3.3.8. The examples will not be evaluated under the criteria used for finished materials, but only as references of the proposals to be produced, regardless of the form chosen by the bidder for presentation.

16.3.3.9. To facilitate its comparison with the relationship provided for in item 'a' of sub-item 16.3.3, each example must indicate the type of action and/or corporate communication material.

16.3.3.10. For purposes of calculating the actions and/or corporate communication materials that may be physically presented as examples, up to the limit of 5 (five), the following rules must be observed:

- a) variations in the approach of the texts produced will be considered as new examples;
- b) each map of influencers related to the different aspects of the *Briefing* will be considered 01 (one) new example;
- c) a *media training* structured in different modules for different audiences will be considered 01 (one) example;
- d) a *video release* (or a *podcast*) and the website where it will be hosted will be considered 02 (two) examples;
- e) a manual distributed in a training will be considered 1 (one) example.

16.3.4. Subquestion 4 – Implementation Plan – the bidder must present and defend a plan for the development of corporate communication actions and/or materials contained in its proposal, including:

- a) schedule of production, implementation, maintenance and completion of corporate communication actions and/or materials, with the respective audiences and periods; and
- b) budget for the development of corporate communication actions and/or materials, with the respective values (absolute and percentages) of the investments allocated in their technical execution.

16.3.4.1. The bidders must submit the budget provided for in item 'b' of sub-item 16.3.4, based on:

- a) in the reference amount for investment, established in the Briefing of **Appendix VI**;
- b) the full values of the unit prices provided for in the Annual Execution Estimate Spreadsheet and Unit Prices of the Essential Products and Services of **Appendix I**;
- c) the market prices, at the time of bidding, related to the Complementary Products and Services, provided by specialized suppliers, whose categories are listed in **Appendix II**.

16.3.4.1.1. If the Bid Notice is to be republished, with the resumption of the counting of the legal term, the market prices referred to in item 'c' of subitem 16.3.4.1 shall be those in force on the date of publication of the last Bid Notice.

16.3.4.1.2. Fees for Complementary Products and Services provided through specialized suppliers should be disregarded.

16.3.4.2. All corporate communication actions and/or materials that integrate the relationship provided for in item 'a' of sub-item 16.3.3, must be included in the Implementation Plan, both in the schedule and in the budget.

16.4. The Corporate Communication Plan – Identified Copy shall be a copy of the Corporate Communication Plan - Unidentified Copy, without the examples of actions and/or materials of the Corporate Communication Solution, in order to provide the safe correlation of authorship, observing the following characteristics:

- a) have the identification of the bidder;

b) be dated;

c) be signed on the last page and initialed on the others, by those who have powers of representation of the bidder, in the form of its articles of incorporation, duly identified.

16.5. Question 2 – Service Capacity: the bidder must present the information that constitutes the item in a specific notebook, portrait orientation, in A4 format, or A3 folded, numbered sequentially from the first internal page, initialed on all pages and signed on the last by those who have powers of representation of the bidder, in the form of its constituent acts, duly identified.

16.5.1. The specific notebook mentioned in sub-item 16.5 may not present information, brand, sign, label or any other element that appears in the Corporate Communication Plan – Unidentified Way, which allows the identification of its authorship.

16.5.2. The Service Capacity will consist of texts, tables, charts, graphs, spreadsheets, diagrams, photos and other resources, by means of which the bidder must present:

a) nominal list of its main customers at the time of bidding, for which it developed corporate communication solutions, specifying the start of service and the object of the contract or service provided to each of them;

b) quantification and qualification, in the form of a summary curriculum (at least, name, academic background and experience) of the professionals who may be made available for the execution of the contract, discriminating the respective areas of activity;

c) infrastructure, facilities and material resources of the bidder that will be available to the CONTRACTING PARTY; and

d) operational system of service, means and processes to be adopted in the relationship with the CONTRACTING PARTY considering the provision of services both on the premises of the CONTRACTOR and on the premises of the CONTRACTING PARTY.

16.6. Question 3 – Reports of Corporate Communication Solutions: the bidder must present the documents, information and actions and/or corporate communication materials that constitute the item, in a specific notebook, portrait orientation, in A4 format, numbered sequentially from the first internal page, initialed on all pages and signed on the last by those who have powers of representation of the bidder, in the form of its articles of incorporation, duly identified.

16.6.1. The documents, information and actions and/or materials of the reports mentioned in the previous sub-item may not have information, brand, sign, label or any other element contained in the Corporate Communication Plan – Unidentified Copy, which allows the identification of its authorship, before the opening of Wrapper No. 3.

16.6.2. The bidder must submit 2 (two) reports, each with a maximum of 5 (five) pages, in which corporate communication solutions proposed by the bidder and implemented by its customers will be described, in order to overcome communication challenges. Each report:

a) must be prepared by the bidder, on paper that identifies it;

b) must include the name, position or function and signature of the bidder's employee responsible for its preparation;

c) may not refer to corporate communication actions requested or approved by the Contracting Party, within the scope of its contracts; and

d) must be formally validated by the respective client, in order to certify its authenticity.

16.6.2.1. The validation must be done in a document separate from the reports, which will not enter in the calculation of the page number referred to in subitem 16.6.2. The validation document shall include, in addition to the attestation of the reports, the contract number, the business name of the client, the name of the signatory, his/her position/function and his/her signature.

16.6.2.2. The Reports of Corporate Communication Solutions referred to in sub-item 16.6.2 must have been implemented as of January 1, 2019.

16.6.3. The inclusion of up to two (2) corporate communication actions and/or materials, regardless of their type or characteristic, is allowed in each report, observing the following rules for their presentation:

a) in the digital version: must be provided on DVD, CD or *pen drive*, executable on the Windows operating system, and may integrate the specific notebook provided for in sub-item 16.6 or be presented loose;

b) in the printed version: may be included in the specific notebook provided for in sub-item 16.6, on A4 or A3 folded paper, or be presented loose, in any form, folded or not. In all cases, the ability to read texts and messages and their original dimensions must be preserved; and

c) for each action and/or corporate communication material, a technical file must be presented with a brief indication of the problem it proposed to solve.

17. **THE BUDGETARY RESOURCES**

17.1. Expenditures for this bidding are programmed in the budget foreseen in the budget of the Federal Government for the 2018 fiscal year, in the classification below:

33903992 - Institutional Advertising Services

Body: 54000 – Ministry of Tourism - MTUR

Management/Unit: EMBRATUR – Brazilian Agency for International Promotion of Tourism

Function: 23 - Trade and Services

Sub-function: 695 - Tourism

Work Programme: Development and Promotion of Tourism

- 17.2. The value of the contract must follow the following sum:
- a) Final value of essential services;
 - b) Essential Products and Services not provided for in the catalog in **Appendix I**, equivalent to up to 15% (fifteen percent) of item 17.2. a);
 - c) Expenses with the travel of professionals on duty, equivalent to up to 5% (five percent) of item 17. 2. a); and
 - d) Complementary products and services and contractor's fees, equivalent to up to 15% (fifteen percent) of item 17. 2. a).

17.3. EMBRATUR reserves the right, in its judgment, to execute or not the entire contractual value.

17.4. In the extension, EMBRATUR may renegotiate the prices practiced with the Contractor, as a result of this bidding process, based on price research, in order to obtain a greater advantage for the Administration, during the execution of the contract.

18. RISK MATRIX

18.1. In the event of one of the events listed in the Risk Matrix (item 18.9) of this Basic Project, the CONTRACTOR shall, within a period of up to 01 (one) business day, inform EMBRATUR about what happened, in a report containing the following minimum information:

- a) Details of the event occurred, including its nature, the date of occurrence and its estimated duration;
- b) The measures that were in place to mitigate the risk of materialization of the event, if any;
- c) the measures it will take to bring the effects of the event to an end and the estimated period for those effects to cease;
- d) Contractual obligations that have not been fulfilled or that will not be fulfilled due to the event; and
- e) Other relevant information.

18.2. After notification, EMBRATUR will decide on what happened or may request additional clarification from the CONTRACTOR. In its decision, EMBRATUR may temporarily exempt the CONTRACTOR from complying with the contractual obligations affected by the Event.

18.3. The granting of an exemption does not exclude the possibility of imposing sanctions.

18.4. The recognition by EMBRATUR of the events described in the Risk Matrix (item 18.9) of this Basic Project that affect the fulfillment of contractual obligations, with responsibility indicated exclusively to the Contractor, will not give rise to the restoration of the economic and financial balance of the Contract, and the risk must be borne exclusively by the Contractor.

18.5. The unpredictable or foreseeable facts, but of incalculable consequences, delaying or impeding the execution of the contract, not provided for in the Risk Matrix (item 18.9), will be decided by agreement between the parties, with regard to the restoration of the economic and financial balance of the contract.

18.6. The Contract may be terminated when it is demonstrated that all measures to remedy the effects have been taken and even so the maintenance of the contract becomes impossible or unfeasible under the existing conditions or is excessively costly.

18.7. The CONTRACTOR is authorized to provide services indicated in this Term with higher quality due to methodological or technological innovations.

18.8. The CONTRACTOR cannot innovate in the execution model and in its contractual responsibilities.

18.9. Risk Matrix:

Supervening Events	Mitigating Actions	CONTRACTOR's Liability	EMBRATUR Liability
Interruption of services due to strike or temporary interruption of services.	Check with the Contractor the period of the collective bargaining agreement of the category		X
Delivery of the service in disagreement with EMBRATUR's demand.	Failure to receive the service performed and Improve the quality of communication.		X
Do not pass on to EMBRATUR all advantages/discounts obtained in negotiations arising from subcontracting.	Request documents with the negotiation of the Contractor and the third party.		X
Non-negotiation of the best price conditions with specialized suppliers, when contracting Complementary Products and Services.	Use the price base of suppliers registered in official systems.	X	
Price quotation for the supply of goods or specialized services to suppliers in which the same partner or shareholder participates in more than one supplier in the same quotation procedure; and that any manager or employee of the Contractor has a	Use the price base of suppliers registered in official systems.	X	

shareholding or commercial or kinship relationship up to the third degree.			
Absence of zeal for the unrestricted and total confidentiality of any data provided to it as a result of the contractual execution, especially regarding EMBRATUR's performance strategy.	Adopt information security policy within the framework of the execution of the contract.	X	
Losses and damages to EMBRATUR due to delay, omission or error in the conduct of the services object of this contract.	Inform EMBRATUR in a timely manner about the conduct of the services and the compensatory actions to be taken	X	

19. SPECIAL BIDDING COMMITTEE AND TECHNICAL SUBCOMMITTEE

19.1. This competition will be processed and judged by the Special Bidding Committee (CEL), with the exception of the analysis and judgment of the Technical Proposals.

19.2. The Technical Proposals will be analyzed and judged by a Technical Subcommittee, consisting of 03 (Three) members with academic background or professional experience in areas related to the object of this competition.

19.2.1. In the composition of the Technical Subcommittee, at least 1/3 (one third) of the members will not have a functional or contractual relationship with EMBRATUR.

19.3. The choice of the members of the Technical Subcommittee will be made by lot, in a public session, among the names of a relationship that will have 06 (six) members with a link with EMBRATUR and 03 (three) without a link, previously registered.

19.3.1. The remaining names of the list after the draw of the 03 (three) members of the Technical Subcommittee will all be drawn to define a replacement order, to be called in cases of impossibility of participation of any of the holders.

19.3.2. The Special Bidding Commission will publish the list of names referred to in sub-item 19.3 on the EMBRATUR website, and an extract will be published in the Federal Official Gazette, within not less than 10 (ten) days from the date on which the public session scheduled for the draw will be held.

19.3.3. The draw will be processed by the Special Bidding Committee in order to ensure the filling of the vacancies of the Technical Subcommittee, according to the proportionality of the number of members who maintain or not bond with EMBRATUR, pursuant to sub-item 19.3 of this Basic Project.

19.3.4. Up to 48 (forty-eight) hours before the public session intended for the draw, any interested party may challenge a person who is part of the list referred to in sub-item 19.3, by submitting to the Special Bidding Committee a justification for the exclusion.

19.3.5. Once the challenge is admitted, the challenged will have the right to refrain from acting in the Technical Subcommittee, declaring himself prevented or suspected, before the decision of the competent authority.

19.3.6. The abstention of the challenged or the acceptance of the challenge, by reasoned decision of the competent authority, will imply, if necessary, the preparation and publication of a new list, without the name(s) challenged, subject to the provisions of this item.

19.3.6.1. It will be necessary to publish a new list if the number of members maintained after the challenge remains lower than the amount provided for in sub-item 19.3 of this Basic Project.

19.3.6.2. A new challenge will only be allowed to the name that completes the list previously published.

19.3.7. The public session for the draw will be held after the reasoned decision of the challenge, on a previously designated date, ensuring compliance with the minimum period provided for in sub-item 19.3.2 and the possibility of inspection of the draw by any interested party. The Special Bidding

19.4. Committee and the Technical Subcommittee shall ensure that the interpretation and application of the rules established in this Basic Project seek to achieve the purposes of the bidding and, as the case may be, may reveal purely formal aspects in the Qualification Documents and in the Bidders' Proposals, provided that they do not compromise the fairness and competitive character of this bidding process and contribute to ensure the contracting of the most advantageous bid.

19.4.1. The members of the Special Bidding Committee and the Technical Subcommittee will sign a Term of Responsibility, which will be in the records of the bidding process, observing the respective models:

SPECIAL BIDDING COMMITTEE

STATEMENT OF RESPONSIBILITY

1. I,....., Enrollment No..... Allotted, in the, member of the Special Bidding Committee responsible for the processing of this bidding process - Bidding No. /..... carried out by(a), for the hiring of a company specialized in the provision of corporate communication services, I undertake to maintain secrecy and confidentiality with respect to any information related to this event, especially those linked to the Qualification and presentation and judgment stages of the Bidders' Technical Proposals and Prices, until their disclosure and/or publication in the official press.

2. I further undertake to:

- I - NOT to disclose or make use of inside information, for their own benefit or that of third parties, obtained due to the activities carried out in this Special Bidding Committee;
- II - NOT to exercise an activity that implies the provision of services or the maintenance of a business relationship with an individual or legal entity that has an interest in the Competition under discussion;
- III - NOT to exercise, directly or indirectly, an activity that, due to its nature, is incompatible with the duties of the Special Bidding Committee that I now occupy;
- IV - NOT to act, even if informally, as an attorney, consultant, advisor or intermediary of private interests, related to the object of the Competition;
- V - NOT to perform an act for the benefit of a legal entity in which I participate or even my spouse, partner or relatives, consanguineous or similar, in a straight or collateral line, up to the third degree, and which may be benefited by me or influence my acts in this Special Bidding Committee;
- VI - DO NOT receive a gift from anyone who has an interest in my decision as a member of this Special Bidding Committee, outside the limits and conditions established in the regulation; and
- VII - DO NOT provide services, even if occasional, to the communication company whose activity is contracted by the entity responsible for this contract.

Date: ____ of _____ of _____

Server Signature

TECHNICAL SUBCOMMITTEE

GENERAL GUIDELINES

This competition for contracting corporate communication services is processed and judged by the Special Bidding Committee, with the exception of the analysis and judgment of the Technical Proposals.

The Technical Subcommittee will analyze the proposals and information presented in Casings No. 1 (Corporate Communication Plan – Unidentified Way) and No. 3 (Service Capacity and Reports of Corporate Communication Solutions) for the judgment of the Bidders' Technical Proposals.

The Technical Subcommittee has full autonomy in the scoring of technical proposals, observing the provisions established in the Notice, and is not subject to any authority, interference or influence of the contracting or origin agency/entity, nor of the Special Bidding Committee, in matters related to technical judgment.

All members of the Technical Subcommittee participate equally, with the same power of decision and expression, regardless of the position/function held in the contracting or origin body/entity.

The score of each proposal will reflect its degree of adequacy to the requirements of this Notice, resulting from the direct comparison between the proposals in each item or sub-question.

The proposal(s) that demonstrate greater adequacy to the Bid Notice, in each item or sub-question, will receive the highest score, up to the maximum allowed. The other proposals will receive lower scores, corresponding to the degree of adequacy of each one to the Notice, with reference to the proposal(s) that demonstrated greater adequacy to the Notice.

All information related to the Technical Proposals and their judgment is strictly confidential and must not be disclosed by the members of the Technical Subcommittee, externally or internally in the contracting or origin agency/entity, before the publication in the official press of the result of the technical judgment, by the Special Bidding Committee.

STATEMENT OF RESPONSIBILITY

1. I, _____, Enrollment No. _____, linked to the _____, member of the Technical Subcommittee responsible for the technical judgment of this Competition process carried out by(a) _____, for the hiring of a company specialized in the provision of corporate communication services, undertake to maintain secrecy and confidentiality, with respect to the Technical Proposals submitted by the bidders participating in this bidding process and the information related to their judgment and scores attributed to the analyzed questions and sub-questions.

2. I further undertake to:

I – NOT to disclose or make use of inside information, for their own benefit or that of third parties, obtained due to the activities carried out in this Special Bidding Committee;

II – NOT to exercise an activity that implies the provision of services or the maintenance of a business relationship with an individual or legal entity that has an interest in the Competition under discussion;

III – NOT to exercise, directly or indirectly, an activity that, due to its nature, is incompatible with the duties of the Technical Subcommittee that I now occupy for the analysis and judgment of the Technical Proposals of the Competition in question;

IV – NOT to act, even if informally, as an attorney, consultant, advisor or intermediary of private interests, related to the object of the Competition;

V – NOT to perform an act for the benefit of a legal entity in which I participate or even my spouse, partner or relatives, consanguineous or similar, in a straight or collateral line, up to the third degree, and which may be benefited by me or influence my acts in this Special Bidding Committee;

VI – DO NOT receive a gift from anyone who has an interest in my decision as a member of this Technical Subcommittee, outside the limits and conditions established in the regulation;

VII – DO NOT provide services, even if occasional, to the communication company whose activity is contracted by the entity responsible for this contract.

VIII – NOT participate, directly or indirectly, in the public sessions of this bidding, held by the Special Bidding Committee.

Date: _____ of _____

Signing

19.4.1.1. The members of the Special Bidding Committee and the Technical Subcommittee shall be held liable, in accordance with the law, for any actions or omissions that impair the course of the bidding process, pursuant to art. 178 of Law No. 14.133, of April 1, 2021.

APPENDICES

APPENDIX I - ESSENTIAL PRODUCTS AND SERVICES

APPENDIX II - COMPLEMENTARY PRODUCTS AND SERVICES

APPENDIX III - JUDGMENT OF TECHNICAL PROPOSALS

APPENDIX IV - PRICE PROPOSAL AND JUDGMENT

APPENDIX V - MODEL PRICE PROPOSAL

APPENDIX VI - BRIEFING

APPENDIX VII – PERFORMANCE EVALUATION INSTRUMENT

APPENDIX VIII - TERM OF COMMITMENT

APPENDIX I - ESSENTIAL PRODUCTS AND SERVICES

Process No. 72100.001418/2021-50 - EMBRATUR

1. SPECIFICATION OF ESSENTIAL PRODUCTS AND SERVICES

1.1 Demand Management

Descriptive: Execution of management activities in Brazil, such as articulation and relationship with the main spokespersons of the agency and other interlocutors to promote the actions and programs of the agency with the various stakeholders. In addition to continuous monitoring of the client in strategic meetings and various institutional events.

Deliverable: Monthly report, with description of management, monitoring, articulation and relationship activities.

Aspects to be considered in the quality assessment: Ability in management, articulation and delivery capacity.

Complexity classification method: Qualification of the professional(s) and number of countries activated in the batch.

Complexity:

Low	01 Master Professional	Up to 03 (three) activated markets in the lot.
Medium	01 Master Professional	From 03 (three) to 07 (seven) activated markets in the lot.
High	01 Master Professional	More than 08 (eight) activated markets in the lot.

Delivery time: monthly.

1.2 Coordination of demands

Descriptive: To manage, articulate, document and fully understand the needs of the applicant, at EMBRATUR, in order to transform it into a specified product or service with quality. It must ensure the technical quality of delivery and maintenance of all products and services performed under the contract, such as Communication Strategy, Press Office, Media Intelligence, Content Production,

Relationship with strategic audiences, Crisis Prevention and Management, special actions and alignment with the body for press trip management.

Deliverable: Monthly report listing the tasks performed, as well as the details of each movement that changes the development situation of the product or service.

Aspects to be considered in the quality assessment: performance measurement indicator and metric (quality and efficiency) - timeliness in service; quality in the interaction with the applicant and in the documentation of activities; compliance with deadlines; performance sizing, verifying the volume of service month by month.

Complexity classification method: Qualification of the professional(s) and number of countries activated in the batch.

Complexity:

Low	01 Senior Professional	Up to 03 (three) activated markets in the lot.
Medium	01 Senior Professional and 01 Professional	From 03 (three) to 07 (seven) activated markets in the lot.
High	01 Senior Professional and 01 Professional and 01 Junior Professional	More than 08 (eight) activated markets in the lot.

Delivery time: monthly.

1.3. Communication Strategy

1.3.1. Strategic Corporate Communication Plan

Description: Preparation of EMBRATUR's Strategic Corporate Communication Plan, covering the following points:

- Definition of the strategic objectives of the plan;
- Identification of internal and external audiences relevant to the body/entity in relation to its themes.
- *Benchmarking* with bodies/entities that act in an exemplary manner.
- Survey of information about the CONTRACTING PARTY and its themes in other sources, such as: books, *websites*, academic studies, publications of sector entities, image audits, among others.
- Survey of relevant inputs related to the CONTRACTING PARTY, such as mission, vision of the future, *swot* matrix (strengths, weaknesses, threats and opportunity).
- Proposition and validation of key messages to be transmitted by the body/entity to its audiences;
- Proposition and validation of a spokesperson policy: identification of the members of the institution who may formally represent it; the topics to be addressed by the spokespersons; the scope of the information to be passed on and the ways of applying the key messages;
- Recommendation of actions and events in order to achieve the objectives of EMBRATUR;
- Recommendation of training of spokespersons and indication of the scope of the training; and
- Schedule for carrying out the proposed actions.

Deliverables: EMBRATUR's Strategic Corporate Communication Plan, in printed and digital versions.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Adherence and alignment of the Plan to EMBRATUR guidelines;
- Scope and its applicability;
- Grammar assertiveness;
- Quality of printed material; and
- Quality of the presentation of information in the documents.

Characteristics considered in the complexity classification: Not applicable

Delivery time: Up to 20 (twenty) business days.

1.3.2. Map of International Influencers

Descriptive:

Identification, quantification and qualification of opinion makers that influence the perceptions of the citizen through the dissemination of information about EMBRATUR and/or its themes.

Deliveries:

Report in printed and digital format containing a list of opinion makers, with the name of the influencer, his profile, means of contact (email, telephone, social networks), professional history, summary of his position and the sensitive issues to which he is related, channels and communication vehicles (*online* and *offline*) that he operates, and may be his own or third parties, with their audience statistics and recommendations for relationship action and distribution of personalized information.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Consistency of the indication of influencers in relation to EMBRATUR and its themes;
- Quality of the presentation of information, regarding the organization, clarity and objectivity; and
- Grammar assertiveness.

Characteristics considered in the complexity classification;

- Number of influencers mapped;
- Consistency of the indication of influencers in relation to EMBRATUR and its themes; and
- Delivery term.

Complexity:

Low	Minimum of 150 (one hundred and fifty) up to 499 (four hundred and ninety-nine) influencers. Delivery time: Up to 20 (twenty) business days.
Medium	Minimum of 500 (five hundred) up to 999 (nine hundred and ninety-nine) influencers. Delivery time: Up to 30 (thirty) business days.
High	Above 1000 (one thousand) influencers. Delivery time: Up to 60 (sixty) business days.

1.4. International Press Office

1.4.1. Attendance to International Communication Vehicles

Descriptive:

Continuous development of activities, with a monthly execution period, in the service, receipt, treatment and response to requests for international communication vehicles, in addition to making proactive contacts for articulation with international communication vehicles in order to generate agendas of interest, disseminate actions and promote the image of Embratur and Brazil. The service to the international press must be carried out on site in the countries to be defined by EMBRATUR. The service includes the following activities:

- Monitoring of news of interest;
- Service and telephone contacts, by e-mail or by other electronic means;
- Attendance and face-to-face contacts;
- Consultation with sources;
- Preparation of *press releases*, notes, articles, responses and other content;
- Sending *press releases*, notes, articles, responses and other content;
- Promote the circulation of messages of interest to the body;
- Creation and updating of *mailing* from the contact made; and
- Support to EMBRATUR spokespersons at country events.

Deliveries:

- Monthly reports of the number of requests met and agendas generated, with identification of the communication vehicles, the requesting journalists and proactively contacted, the content of each demand, the response, the updated *mailing*, in addition to the themes and contents and the data of the communication vehicles and the journalists responsible for the proactive matters.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Alignment of the agenda to EMBRATUR's strategic priorities;
- Amplitude of the information passed on;
- Relevance of the communication vehicles contacted and served regarding the reach of the public in the area of activity of the agency, any positive media returns arising from this relationship;

- Editorial space obtained (spontaneous media);
- Results of media monitoring and analysis reports, considering the citations and guidelines related to the agency; and
- Comparison between the monthly report presented with the image audit result, in the same period.

Characteristics considered in the complexity classification:

Profile of the teams (academic training, qualification, professional experience and languages) to meet the demand.

Complexity:

The minimum requirement concerns the profile of the professional who will perform the activities, and not the number of professionals allocated to perform this service. This will be the responsibility of the Contractor, provided that the quality aspects are complied with.

Low	Junior Communication Professional: Higher education (courses recognized by the Ministry of Education) with at least 1 (one) year of experience in the area of Communication, working in agencies/ companies. Technical knowledge of the tools available for writing texts and <i>software</i> used for <i>mailing</i> and dissemination generation. Ability to ascertain information, prepare reports, monitor <i>clipping</i> and carry out <i>follow-up</i> with journalists and also good knowledge in the English language.
Medium	Communication Professional: higher education (courses recognized by the Ministry of Education) with at least 5 (five) years of experience in the area of Communication, acting in advisory services of public agencies, agencies/companies or in communication vehicles, and acting as an analyst in public agencies, agencies, and/or reporter, and/or assistant editor. Technical knowledge of the tools available for writing texts and <i>software</i> used for <i>mailing</i> and dissemination generation. Proficiency in English.
High	Senior Communication Professional: higher education (courses recognized by the Ministry of Education) with at least 8 (eight) years of experience in press offices of public agencies, agencies, companies or in communication vehicles of international scope, or have acted as a manager or coordinator of service in public press offices or agency. Experience in administration and coordination of communication activities, writing and editing of texts, speeches and articles, in addition to other activities involved in the service, such as defining disclosures and relationship programs with journalists. Responsible for consolidation and reporting and team management. Mastery of the English language and good knowledge of the Spanish language.
Highest	Master Communication Professional: higher education (courses recognized by the Ministry of Education) with at least 10 (ten) years of experience in public agencies/agencies/companies or communication vehicles of international scope; experience as head or coordinator of private or governmental press office, service manager in public agency, agencies, and/or chief editor, and/or editor. Broad knowledge of management tools and skills for the preparation of Communication and budgets work proposal, definition and implementation of planning, Communication projects, formulation of Communication policies and strategies and relationship with opinion leaders, conducting <i>media training</i> and event management. Responsible for managing and leading teams to execute the actions of the Communication planning. Mastery of English and Spanish and good knowledge of the French language.

Delivery time: Monthly continuous execution. For advice and monitoring, according to the presence of spokespersons in the activated market.

Note: The service

1.4.2. International Collective Interview

Descriptive:

Organization and holding of a press conference for one or more EMBRATUR spokespersons with a group of journalists from different foreign media outlets. Activities include:

- *Briefing* meeting with EMBRATUR;
- Planning, preparation and writing of the content to be disclosed and the documents to be delivered;
- Preparation and monitoring of spokespersons;
- Selection of guests and sending invitations;
- Establishment of the systematic and execution of accreditation of participants;
- Investigation of the place of the meeting;
- Supervision and operation of the press conference (reception of guests, organization of the order of questions, screening, mediation and registration); and
- Survey and analysis of the repercussion of the press conference.

Deliveries:

- *Briefing*, disclosed contents and documents delivered, collective documentation.
- *Mailing* of the invited journalists, coverage reports with the registration of the participating journalists and the results obtained in the spontaneous media, from the holding of the press conference.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Adequacy of the planning and operation of the event;
- Effectiveness of the preparation of spokespersons in relation to questions asked by journalists; and
- Repercussion of the press conference and the results obtained in spontaneous media.

Characteristics considered in the complexity classification;

- Number of guest journalists;
- Amplitude and impact of the collective (minimum of 70% of utilization); and
- Implementation Deadline.

Complexity:

Low	From 10 (ten) to 20 (twenty) invited journalists, up to 5 (five) days in advance.
Medium	From 20 (twenty) to 50 (fifty) invited journalists, up to 10 (ten) days in advance.
High	Over 51 (fifty-one) invited journalists, up to 15 (fifteen) days in advance.

Delivery time: Up to 10 (ten) days.

1.4.3. Collective Interview in a Digital Environment

Description: The activity comprises the following actions:

- Organization and execution of *hangouts* and broadcasts with live *streaming*, with a survey of digital influencers to be invited;
- Definition of a moderator;
- Technical preparation for realization;
- Sending invitations to participants;
- Collection of questions; and
- Analysis of data collected and repercussion of the disclosure.

Deliveries: Report with the summary of the event, number of accesses and results achieved, in addition to DVD (or other media) with recording of the interview.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Repercussion of the event; and
- Adequacy of the digital influencers indicated in relation to the theme of the event.

Characteristics considered in the complexity classification: Not applicable

Delivery time: Up to 5 (five) business days.

1.4.4. Press Trip/Tour Planning

Descriptive:

Identification of an opportunity for work aimed at target journalists and influencers, who cover the area of interest of EMBRATUR. The planning of a *press trip* should point out the profiles of journalists, considering the relevance of the guest from personal data and the vehicle and/or platform to which it is connected, plan all the content to be disclosed, present the script according to EMBRATUR's guidance *briefing*, in addition to the entire coordination operation of the project. It should also evaluate the relevance of the invitation to travel according to the theme and objectives established in EMBRATUR's strategic planning.

Deliveries:

Travel planning, with theme suggestion, detailing the activities suggested for each day of travel and indication of the complete list of guests and sending invitations. The planning should provide suggestions for hotels, restaurants and tours. The material must contain information about the trip, prerequisites and special conditions, such as visas, vaccines, need for accreditation for a given event or activity, among other variables. It must also contain a budget estimate.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Adequacy of planning to the strategic objectives of EMBRATUR; and
- The accuracy of the detailing of the travel itinerary and adequacy of the selection of guest journalists.

Characteristics considered in the complexity classification: Not applicable

Delivery time: Up to 10 (ten) days.

1.4.5. Press Trip/ Tour Monitoring

Descriptive: Designation of teams to coordinate activities and monitor travel, according to previously approved planning.

Deliverables: Coverage report with a description of the activities carried out on each day of the trip, presentation and analysis of the perceptions of the guests, identified through an interview or research questionnaire, including photos and/or videos of the visits.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Comparison between the activity report and the trip planning, to verify if the results obtained with the initiative were as expected;
- Analysis of guest *feedback*; and
- Verification and analysis of editorial spaces (spontaneous media) related to the promotion of the *press trip/tour*.

Characteristics considered in the complexity classification: Duration of the trip.

Complexity:

Low	Trip lasting up to 5 (five) days.
Medium	Trip lasting from 6 (six) to 10 (ten) days.
High	Trip lasting more than 11 (eleven) days.

Delivery time: Up to 10 (ten) days.

1.4.6. One-to-one interviews

Descriptive:

Description: The activity comprises the following actions:

- Organization of an agenda of interviews with the communication vehicles in the contracted market;
- Scheduling and *follow-up* of interviews, according to the times when the spokespersons will be available;
- Planning of all content to be disclosed, including briefing meeting with EMBRATUR and preparation of spokesperson(s);
- Selection of guests and sending invitations;
- Definition of materials to be delivered;
- Investigation of the place of the meeting;
- Supervision and operation of interviews (reception of guests, organization of the order of questions, screening, mediation and registration).

Deliveries:

- *Briefing*, disclosed contents and documents delivered;
- *Mailing* of guest journalists, coverage reports with the journalist's record; and
- Results obtained in spontaneous media, from the performance of the service.

Complexity:

Low	From 02 (two) to 04 (four) vehicles invited to the agenda.
Medium	From 05 (five) to 08 (eight) vehicles invited to the agenda.
High	Above 08 (eight) vehicles invited to schedule.

Delivery time: Up to 10 (ten) days.

1.4.7. International advice of spokespersons and follow-up at events (fairs, workshops, roadshows and other events)

Descriptive:

Description: The activity comprises the following actions:

- Follow-up of spokespersons at country events;
- Miscellaneous advice on the needs of spokespersons;
- Scheduling and *follow-up* of interviews, according to the times when the spokespersons will be available;
- Providing guidance, key messages, data and other relevant information to the Contracting party's representative; and
- Selection of guests and sending invitations.

Deliveries:

- Report with the summary of the monitoring, containing the activities performed and analysis; and
- Photographic Report.

Complexity:

Low	Up to 5 (five) hours of advisory.
Medium	Above 5 (five) to 10 (ten) hours of advisory.
High	Above 10 (ten) hours of advisory.

1.5. International Monitoring and Analysis

1.5.1. Content Monitoring in Social Networks, Blogs and News Portals

Descriptive:

Permanent monitoring (24 hours, 7 days a week) of EMBRATUR's image and its themes on social networks, *blogs and news portals*. Monitoring should indicate the repercussion, reputation, evolution of feeling, the main influencers and other strategic information for decision making. Situations that indicate repercussions with a high volume of mentions should be warned, especially those that may generate crisis. The analysis should identify the reasons for the high volume of mentions, and not only contain numbers, that is, explain the reasons why a particular theme is with a positive or negative focus, which is generating this effect and provide examples of posts and news that prove this explanation.

Deliveries:

- Daily report at 7:00 am, sent to the email to be defined by EMBRATUR. It should bring a summary of the facts of the previous day (issues of greater relevance, positive or negative), trends of topics relevant to the day and topics with potential to continue on the agenda (for example, theme that is impacting on social networks);
- Daily report between 12:00 and 2 p.m sent to the email address to be defined by EMBRATUR. It should bring the most important topics on the day. Compliance with this schedule allows the customer to have time to act on the same day;
- Alerts sent to the email to be defined by EMBRATUR – Organize a crisis cut-off rule (by volume of mentions) and evaluate what deserves or not to be alerted. Also alert to positive issues, that is, issues that may have a large-scale impact, positively for EMBRATUR;
- Weekly report in presentation file on day and time to be defined by EMBRATUR. Cutout with an overview of the main themes and what most reflected, positively and negatively, among the monitored items. It must have direct and objective content, clearly summarizing the occurrences of the week;
- Weekend report sent to the email adress to be defined by EMBRATUR - Between 12:00 and 2 p.m on Saturdays, Sundays and holidays
- a consolidated with the main information of the day, following the same parameters of the daily report, one for each day; and
- Monthly report in presentation file (fifth business day after the end of the month). Consolidated objective of the information and macro analysis of what happened in the month.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline, with a tolerance of up to 30 minutes;
- Quality of the analyzes; and
- Consistency, relevance and timeliness of the alerts presented.

Characteristics considered in the complexity classification: Number of mentions.

Complexity:

Low	Monitoring from 1 to 100 thousand mentions/month.
Medium	Monitoring of more than 100 thousand to 500 thousand mentions/month.
High	Monitoring more than 500 thousand mentions/month.

Delivery time: As specified in the item Deliveries.

1.5.2. Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals

Descriptive:

Daily analytical summary of the content monitored in newspapers, magazines, *blogs*, social networks and news portals, with alerts on topics that offer opportunities or risks of communication in the image of EMBRATUR and its themes, as well as recommendations for measures to be adopted.

Deliveries:

- 02 (two) daily electronic reports, sent by electronic mail to a list of emails defined by EMBRATUR. The first bulletin must be sent by 8.30 a.m. The second report until 4 p.m, including on weekends and holidays.

- Alerts – electronic message (in previously agreed format) about facts of impact and of interest to EMBRATUR, reported in the intervals between the sending of the reports.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Compliance with the stipulated deadlines with a tolerance of up to 30 (thirty) minutes;
- Quality of the analyzes;
- Relevance and consistency of the alerts made; and
- Adherence to EMBRATUR's themes.

Characteristics considered in the complexity classification;

- Number of vehicles monitored.

Complexity:

Low	50 (fifty) monitored vehicles.
Medium	From 51 (fifty-one) to 150 (one hundred and fifty) monitored vehicles.
High	More than 150 (one hundred and fifty) monitored vehicles.

Delivery time: monthly.

1.5.3. International Image Audit

Descriptive:

Monthly exposure audit of EMBRATUR, its themes and Brazil, based on quantitative and qualitative analysis of its presence in the following media: newspapers, magazines, news portals, TV, radio, *blogs* and social networks. The audit should point out the main themes published/published in the press and other means/platforms, by type of vehicle and impact on the image of EMBRATUR, its themes and Brazil.

Deliveries:

Analytical report (quantitative and qualitative), with a face-to-face presentation, of how the strategic audiences the monitored media/communication vehicles build the image of EMBRATUR and its themes and of Brazil, the positive and negative attributes and the main perceptions about its performance. The report must be delivered in printed form and in digital format.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Consistency of quantitative and qualitative analyses;
- Consistency of the analysis of results;
- Assertiveness of conclusions;
- Enforceability of recommendations;
- Organization, clarity and objectivity of the information and data presented;
- Quality of interviews; and
- Grammar assertiveness.

Characteristics considered in the complexity classification: Not applicable

Delivery time: Monthly.

1.5.4. International Clipping - Newspapers, Magazines and Portals

Descriptive:

Daily clipping of news content, related to topics of interest to the agency, from the definition of keywords, published in international reference newspapers, magazines of national circulation, news portals and regional newspapers.

Deliveries:

01 (one) daily electronic newsletter with the identified news content, sent by electronic mail to the list of emails defined by the agency.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Consistency of quantitative and qualitative analyses;
- Consistency of the analysis of results;
- Assertiveness of conclusions;
- Enforceability of recommendations;

- Organization, clarity and objectivity of the information and data presented;

-Scope of Monitoring

Characteristics considered in the complexity classification: Not applicable

Delivery time: Monthly.

1.6. Content Production

1.6.1. Preparation of Text in Foreign Language

Descriptive:

Preparation, editing, revision and updating of journalistic or institutional texts aimed at the internal or external public, not merely translation, but with respect to the common terms and constructions of foreign language communication, based on consultations with official sources (authorities and/or technicians of public agencies in the various spheres and powers), representatives of the private sector, specialists, as well as reports and other government documents, books, *websites*, academic studies, publications of sectoral entities, statistical research and other content and printed or electronic publications. The texts produced can be used as press *releases*, agenda notices, opinion articles, digital *environment*, position papers, *briefing*, white papers, manuals, booklets, dossiers, institutional texts for publications and/or presentations, question and answer guides, and key messages, among others.

Deliveries:

Text produced and revised, indicating the sources consulted.

Aspects to be considered in the assessment of the activity;

-Compliance with the deadline;

- Adoption of the sources and inputs provided by EMBRATUR;

- Timeliness in meeting and responding to the needs and/or problems presented by EMBRATUR;

- Quality of texts regarding spelling and legislation;

Reliability of sources;

- Assertiveness of conclusions;

- Enforceability of recommendations;

- Organization, clarity and objectivity of the information and data presented;

Characteristics considered in the complexity classification;

- Type of text and content;

Number of Sources;

- Type of calculation;

-Number of pages; and

-Delivery term.

Complexity:

Low	Original text, with factual content. Formulated from information obtained from up to 2 (two) sources. Containing 3 (three) pages. Delivery time: Up to 2 (two) business days.
Medium	Original text, with factual content. Formulated from information obtained in consultation with 3 (three) or 4 (four) sources. From 4 (four) to 10 (ten) pages. Delivery Time: 3 working days.
High	Original text, with factual content. Formulated from information obtained in consultation with 5 (five) or more sources. Recommendations: comparison and checking between divergent information; interviews with specialists in a given subject or with specialized knowledge in a given subject, above the standard professional's curricular knowledge and also the possibility of consulting reference materials written in other languages. Above 10 (ten) pages. Delivery time: Up to 7 (seven) business days.

1.6.2. International video report (Video Release)

Descriptive:

Video report prepared from *briefing* and agenda previously approved by EMBRATUR. The editing of the raw material should be made from a script created for the realization of the video. The characters and professionals involved must assign the right to use image and copyright in a text file. The cost should provide for the necessary staff for the production of the video.

Deliveries:

Text file containing the script approved by EMBRATUR, video file in high resolution (Full HD or UHD 4K), copy of the copyright and use of the assigned image.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline.
- Technical and editorial quality of the material in relation to the planned agenda and the approved script.

Characteristics considered in the complexity classification;

- Number of days of capture;
- Team used in production;
- Complementary post-production services; and
- Delivery term.

Complexity:

Low	2 (two) days of capture and production. Team composed of 1 (one) reporter, 1 (one) cameraman, 1 (one) producer, 1 (one) assistant. Post-production restricted to editing the captured material. Delivery time: Up to 5 (five) days after the collection.
Medium	3 (three) days of capture and production. Team composed of 1 (one) reporter, 1 (one) cameraman, 1 (one) producer, 2 (two) assistants. Post-production with editing of the captured material and sound. Delivery time: Up to 10 (ten) days after the end of the funding.
High	3 (three) days of capture and production. Team composed of 1 (one) director of photography, 1 (one) photographer, 1 (one) reporter, 1 (one) cameraman, 1 (one) producer, 4 (four) assistants. Post-production with editing of captured material, sound and computer graphics. Delivery time: Up to 15 (fifteen) days after the end of the funding.

1.7. Crisis Prevention

1.7.1. Crisis Manual

Descriptive:

Guide for consultation and training of leaders in crisis prevention and management policies, within the scope of EMBRATUR, contemplating crisis classification, processes and procedures. It should gather the theoretical concepts on crisis management and communication tools to be used during the crisis.

Delivery:

Crisis Manual.

Aspects to be considered in the assessment of the activity;

- Compliance with the deadline;
- Consistency, organization and clarity of information and its adherence to EMBRATUR's action themes.

Characteristics considered in the complexity classification;

- Number of pages.
- Delivery term.

Complexity:

Low	Fifty (50) pages. Delivery time: Up to 30 (thirty) business days.
Medium	From 51 (fifty-one) to 100 (one hundred) pages. Delivery time: Up to 60 (sixty) business days.

High	From 101 (one hundred and one) to 200 (two hundred) pages. Delivery time: Up to 90 (ninety) days.
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1.8. Planning of international institutional action

Descriptive: Idealization of a project to carry out an international event of an institutional nature, considering the suitability of the action to the scenario, objectives, concept, target audiences, indication of place and date.

Deliverable: Event project and detailed budget.

Aspects to be considered in the quality assessment: adequacy of the project to the work briefing and alignment with the strategic planning of the agency.

Complexity classification method: number of guests.

Low	Up to 25 (twenty-five) people. Delivery time: Up to 10 (ten) days.
Medium	From 26 (twenty-six) to 50 (fifty) people. Delivery time: Up to 10 (ten) days.
High	Above 51 (fifty-one) people. Delivery time: Up to 15 (fifteen) days.

2. ANNUAL EXECUTION ESTIMATE SPREADSHEET AND UNIT PRICES OF ESSENTIAL PRODUCTS AND SERVICES

LOT 1 - value in US dollar

BRAZIL

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)	
1.1	Demand Management					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	15,906.68		190,880.17
		High	0	0.00		0.00
1.2	Coordination of Demands					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	12,105.31		145,263.77
		High	0	0.00		0.00
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan	1	0.00	0.00	Abroad	
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	Abroad	
		Medium	0	0.00		0.00
		High	0	0.00		0.00
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					

	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	0.00	0.00	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	0.00	0.00	Abroad
1.4.4	Presstrip/Tour Planning		2	0.00	0.00	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	2,497.34	29,968.10	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	0.00	0.00	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	0.00	0.00	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					

	Complexity	Low	24	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

UNITED STATES

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.2	Coordination of Demands				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.3	Communication Strategy				
1.3.1.	Corporate Communication Plan	1	54,189.26	54,189.26	Abroad
1.3.2	Map of International Influencers				
	Complexity	Low	0	0.00	Abroad
		Medium	0	0.00	
		High	0	0.00	
1.4	International Press Advisory				
1.4.1	Attendance to International Communication Vehicles				

	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	29,038.93	348,467.10	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	10,246.43	10,246.43	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	11,814.00	11,814.00	Abroad
1.4.4	Presstrip/Tour Planning		2	13,548.00	27,096.00	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	5,421.43	32,528.56	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	3,182.46	15,912.28	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	31,098.51	31,098.51	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	13,750.00	165,000.00	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					

	Complexity	Low	24	2,721.40	65,313.69	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (Video Release)					
	Complexity	Low	1	18,144.00	18,144.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	20,000.00	20,000.00	Abroad
		Medium		0.00	0.00	
		High		0.00	0.00	

PANAMÁ

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.2	Coordination of Demands				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.3	Communication Strategy				
1.3.1.	Corporate Communication Plan	1	20,641.95	20,641.95	Abroad
1.3.2	Map of International Influencers				
	Complexity	Low	0	0.00	Abroad
		Medium	0	0.00	
		High	0	0.00	
1.4	International Press Advisory				

1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	6,904.19	82,850.32	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	7,934.82	7,934.82	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	5,524.87	5,524.87	Abroad
1.4.4	Presstrip/Tour Planning		2	10,070.55	20,141.09	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	3,816.07	22,896.42	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	2,002.84	10,014.21	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	8,323.88	8,323.88	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	4,272.90	51,274.85	Abroad
1.6	Content Production					

1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	1,123.55	26,965.27	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	7,241.26	7,241.26	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	14,711.75	14,711.75	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

ARGENTINA

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.2	Coordination of Demands				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.3	Communication Strategy				
1.3.1.	Corporate Communication Plan	1	8,666.98	8,666.98	Abroad
1.3.2	Map of International Influencers				

	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	4,815.63	57,787.59	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	2,242.17	2,242.17	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	2,037.15	2,037.15	Abroad
1.4.4	Presstrip/Tour Planning		2	2,834.42	5,668.84	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	1,234.25	7,405.51	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	1,143.23	5,716.13	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					

	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	5,197.80	5,197.80	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	1,789.15	21,469.81	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	536,35:	12,872.37	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	1,513.35	1,513.35	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	3,024.34	3,024.34	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

CHILE

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.2	Coordination of Demands				

	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan		1	11,812.21	11,812.21	Abroad
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	5,499.97	65,999.66	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	3,009.31	3,009.31	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	2,775.53	2,775.53	Abroad
1.4.4	Presstrip/Tour Planning		2	3,844.36	7,688.71	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	1,670.20	10,021.22	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	1,423.00	7,114.98	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					

	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	5,925.72	5,925.72	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	3,622.07	43,464.83	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	732.15	17,571.48	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	2,134.52	2,134.52	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	4,082.85	4,082.85	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

COLOMBIA

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	

1.2	Coordination of Demands					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan		1	10,378.18	10,378.18	Abroad
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	4,896.30	58,755.62	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	2,488.50	2,488.50	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	2,435.49	2,435.49	Abroad
1.4.4	Presstrip/Tour Planning		2	3,315.00	6,629.99	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	1,427.88	8,567.27	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	1,393.70	6,968.51	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					

	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	5,281.40	5,281.40	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	2,212.72	26,552.67	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	647.84	15,548.21	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	2,119.72	2,119.72	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	3,455.89	3,455.89	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

PARAGUAY

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				

	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.2	Coordination of Demands					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan		1	7,102.78	7,102.78	Abroad
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	4,317.36	51,808.28	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	2,107.91	2,107.91	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	1,674.06	1,674.06	Abroad
1.4.4	Presstrip/Tour Planning		2	2,433.70	4,867.39	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	1,086.14	6,516.82	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					

	Complexity	Low	5	905.04	4,525.21	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	3,655.81	3,655.81	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	1,369.64	16,435.67	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	433.72	10,409.26	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	818.92	818.92	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	2,712.00	2,712.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)	
1.1	Demand Management					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	0.00		
		High	0	0.00		
1.2	Coordination of Demands					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	0.00		
		High	0	0.00		
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan	1	23,469.38	23,469.38	Abroad	
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	Abroad	
		Medium	0	0.00		
		High	0	0.00		
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	Abroad	
		Medium	0	0.00		
		High	12	10,166.12		121,993.43
		Highest	0	0.00		0.00
1.4.2	International Press Conference					
	Complexity	Low	1	9,044.52	Abroad	
		Medium	0	0.00		
		High	0	0.00		
1.4.3	Press Conference in a Digital Environment	1	6,328.98	6,328.98	Abroad	
1.4.4	Presstrip/Tour Planning	2	8,117.56	16,235.12	Abroad	
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	0.00		
		High	0	0.00		
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	3,235.94	Abroad	
		Medium	0	0.00		
		High	0	0.00		

1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	2,187.30	10,936.52	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	11,300.13	11,300.13	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	4,557.38	54,688.60	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	1,149.73	27,593.44	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	7,719.80	7,719.80	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	17,147.29	17,147.29	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

BRAZIL

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	15,906.68	
		High	0	0.00	
1.2	Coordination of Demands				
	Complexity	Low	0	0.00	Brazil
		Medium	12	12,105.31	
		High	0	0.00	
1.3	Communication Strategy				
1.3.1.	Corporate Communication Plan	1	0.00	0.00	Abroad
1.3.2	Map of International Influencers				
	Complexity	Low	0	0.00	Abroad
		Medium	0	0.00	
		High	0	0.00	
1.4	International Press Advisory				
1.4.1	Attendance to International Communication Vehicles				
	Complexity	Low	0	0.00	Abroad
		Medium	0	0.00	
		High	12	0.00	
		Highest	0	0.00	
1.4.2	International Press Conference				
	Complexity	Low	1	0.00	Abroad
		Medium	0	0.00	
		High	0	0.00	
1.4.3	Press Conference in a Digital Environment	1	0.00	0.00	Abroad
1.4.4	Presstrip/Tour Planning	2	0.00	0.00	Abroad
1.4.5	Presstrip/Tour Tracking				
	Complexity	Low	0	0.00	Brazil
		Medium	12	2,497.34	
		High	0	0.00	
1.4.6	<i>One-to-one</i> interviews				

		Low	6	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7		International Spokesperson Advisory and Event Follow-Up				
		Low	5	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5		International Monitoring and Analysis				
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
		Low	0	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2		Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals				
		Low	0	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3		International Image Audit		1	0.00	0.00
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	0.00	0.00	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
		Low	24	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2		International video report (<i>Video Release</i>)				
		Low	1	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7		Crisis Prevention				
1.7.1	Crisis Manual					
		Low	0	0.00	0.00	Brazil
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8		International Institutional Action Planning				

	Complexity	Low	1	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

GERMANY

No.	Product/Service		Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.2	Coordination of Demands					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan		1	47,677.63	47,677.63	Abroad
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	23,207.75	278,492.95	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	9,783.74	9,783.74	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	12,303.29	12,303.29	Abroad
1.4.4	Presstrip/Tour Planning		2	15,374.34	30,748.68	Abroad
1.4.5	Presstrip/Tour Tracking					

		Low	0	0.00	0.00	Brazil
	Complexity	Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	One-to-one interviews					
		Low	6	6,289.08	37,734.47	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
		Low	5	6,419.79	32,098.93	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
		Low	0	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
		Low	0	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	35,013.37	35,013.37	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	9,799.74	117,596.82	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
		Low	24	2956.64	70,959.41	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
		Low	1	16,000.00	16,000.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					

	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	17,000.00	17,000.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

ESPANHA

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)	
1.1	Demand Management					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.2	Coordination of Demands					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan	1	42,677.63	42,677.63	Abroad	
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	16,207.75	194,492.95	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	9,783.74	9,783.74	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment	1	11,303.29	11,303.29	Abroad	

1.4.4	Presstrip/Tour Planning		2	12,000.00	24,000.00	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	4,750.00	28,500.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	4,919.79	24,598.93	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	30,013.37	30,013.37	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	9,549.74	114,596.82	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	2,206.64	52,959.41	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	11,000.00	11,000.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					

	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	12,839.59	12,839.59	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

ENGLAND

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)	
1.1	Demand Management					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.2	Coordination of Demands					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan	1	50,347.66	50,347.66	Abroad	
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	26,328.77	315,945.19	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	10,172.72	10,172.72	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment	1	15,307.34	15,307.34	Abroad	

1.4.4	Presstrip/Tour Planning		2	16,388.47	32,776.93	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	7,397.93	44,387.55	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	7,275.16	36,375.80	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	10,009.53	10,009.53	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	10,746.45	128,957.42	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	4,208.19	100,996.49	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	20,668.27	20,668.27	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					

	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	22,390.63	22,390.63	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

ITALY

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)	
1.1	Demand Management					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	0.00		0.00
		High	0	0.00		0.00
1.2	Coordination of Demands					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	0.00		0.00
		High	0	0.00		0.00
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan	1	42,677.63	42,677.63	Abroad	
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	Abroad	
		Medium	0	0.00		0.00
		High	0	0.00		0.00
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	Abroad	
		Medium	0	0.00		0.00
		High	12	20,207.75		242,492.95
		Highest	0	0.00		0.00
1.4.2	International Press Conference					
	Complexity	Low	1	9,783.74	9,783.74	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

1.4.3	Press Conference in a Digital Environment		1	11,303.29	11,303.29	Abroad
1.4.4	Presstrip/Tour Planning		2	13,000.00	26,000.00	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	5,039.08	30,234.47	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	5,419.79	27,098.93	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	35,013.37	35,013.37	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	9,799.74	117,596.82	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	2,206.64	52,959.41	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	11,000.00	11,000.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					

1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	13,339.59	13,339.59	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

PORTUGAL

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)	
1.1	Demand Management					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	0.00		
		High	0	0.00		
1.2	Coordination of Demands					
	Complexity	Low	0	0.00	Brazil	
		Medium	12	0.00		
		High	0	0.00		
1.3	Communication Strategy					
1.3.1.	Corporate Communication Plan	1	42,677.63	42,677.63	Abroad	
1.3.2	Map of International Influencers					
	Complexity	Low	0	0.00	Abroad	
		Medium	0	0.00		
		High	0	0.00		
1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	Abroad	
		Medium	0	0.00		
		High	12	13,207.75		158,492.95
		Highest	0	0.00		0.00
1.4.2	International Press Conference					

	Complexity	Low	1	9,783.74	9,783.74	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	11,303.29	11,303.29	Abroad
1.4.4	Presstrip/Tour Planning		2	11,983.76	23,967.52	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	4,750.00	28,500.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	4,919.79	24,598.93	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	25,013.37	25,013.37	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	9,549.74	114,596.82	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	2,206.64	52,959.41	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					

	Complexity	Low	1	10,000.00	10,000.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	10,839.59	10,839.59	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

SOUTH AFRICA

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.2	Coordination of Demands				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.3	Communication Strategy				
1.3.1.	Corporate Communication Plan	1	17,519.30	17,519.30	Abroad
1.3.2	Map of International Influencers				
	Complexity	Low	0	0.00	Abroad
		Medium	0	0.00	
		High	0	0.00	
1.4	International Press Advisory				
1.4.1	Attendance to International Communication Vehicles				

	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	5,687.78	68,253.31	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	3,962.51	3,962.51	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	5,032.07	5,032.07	Abroad
1.4.4	Presstrip/Tour Planning		2	6,158.45	12,316.89	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	2,349.26	14,095.54	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	1,885.61	9,428.07	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	6,377.79	6,377.79	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	4,249.75	50,996.94	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					

	Complexity	Low	24	940.77	22,578.57	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (Video Release)					
	Complexity	Low	1	5,131.46	5,131.46	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	5,687.21	5,687.21	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

UNITED ARAB EMIRATES

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.2	Coordination of Demands				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.3	Communication Strategy				
1.3.1.	Corporate Communication Plan	1	30,942.46	30,942.46	Abroad
1.3.2	Map of International Influencers				
	Complexity	Low	0	0.00	Abroad
		Medium	0	0.00	
		High	0	0.00	

1.4	International Press Advisory					
1.4.1	Attendance to International Communication Vehicles					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	12	11,368.09	136,417.07	
		Highest	0	0.00	0.00	
1.4.2	International Press Conference					
	Complexity	Low	1	9,968.03	9,968.03	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3	Press Conference in a Digital Environment		1	7,620.30	7,620.30	Abroad
1.4.4	Presstrip/Tour Planning		2	9,851.11	19,702.21	Abroad
1.4.5	Presstrip/Tour Tracking					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6	<i>One-to-one</i> interviews					
	Complexity	Low	6	3,867.53	23,205.15	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7	International Spokesperson Advisory and Event Follow-Up					
	Complexity	Low	5	3,099.47	15,497.36	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5	International Monitoring and Analysis					
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2	Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals					
	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	19,942.85	19,942.85	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	5,485.82	65,829.80	Abroad

1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	1,685.76	40,458.27	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	6,126.60	6,126.60	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	9,210.06	9,210.06	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	

JAPAN

No.	Product/Service	Quantity	Unit price	Total Price	Place of execution of the product (reference for pricing)
1.1	Demand Management				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.2	Coordination of Demands				
	Complexity	Low	0	0.00	Brazil
		Medium	12	0.00	
		High	0	0.00	
1.3	Communication Strategy				
1.3.1.	Corporate Communication Plan	1	19,773.82	19,773.82	Abroad
1.3.2	Map of International Influencers				

		Low	0	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4		International Press Advisory				
1.4.1	Attendance to International Communication Vehicles					
		Low	0	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	12	5,437.80	65,253.60	
		Highest	0	0.00	0.00	
1.4.2		International Press Conference				
		Low	1	8,231.12	8,231.12	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.3		Press Conference in a Digital Environment		1	5,281.70	5,281.70
1.4.4	Presstrip/Tour Planning		2	8,276.57	16,553.14	Abroad
1.4.5	Presstrip/Tour Tracking					
		Low	0	0.00	0.00	Brazil
	Complexity	Medium	12	0.00	0.00	
		High	0	0.00	0.00	
1.4.6		<i>One-to-one</i> interviews				
		Low	6	3,798.98	22,793.87	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.4.7		International Spokesperson Advisory and Event Follow-Up				
		Low	5	1,977.38	9,886.91	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5		International Monitoring and Analysis				
1.5.1	Content Monitoring in Social Networks, Blogs and News Portals					
		Low	0	0.00	0.00	Abroad
	Complexity	Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.2		Analysis of Newspapers, Magazines, Blogs, Social Networks and News Portals				

	Complexity	Low	0	0.00	0.00	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.5.3	International Image Audit		1	6,426.49	6,426.49	Abroad
1.5.4	International <i>Clipping</i> - Newspapers, Magazines and Portals		12	3,708.68	44,504.15	Abroad
1.6	Content Production					
1.6.1	Elaboration of Text in Foreign Language					
	Complexity	Low	24	988.69	23,728.58	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.6.2	International video report (<i>Video Release</i>)					
	Complexity	Low	1	3,879.13	3,879.13	Abroad
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.7	Crisis Prevention					
1.7.1	Crisis Manual					
	Complexity	Low	0	0.00	0.00	Brazil
		Medium	0	0.00	0.00	
		High	0	0.00	0.00	
1.8	International Institutional Action Planning					
	Complexity	Low	1	9,856.35	9,856.35	Abroad

2.1. The quantities presented in the table above represent only estimates and will be executed to the extent of EMBRATUR's need and convenience, which may readjust them under the same contractual conditions, causing distribution different from that previously established.

2.2. The products and services set out in item **2.ANNUAL EXECUTION ESTIMATE SPREADSHEET and UNIT PRICES OF ESSENTIAL PRODUCTS and SERVICES must be** quoted in the countries listed in **item 1.5** of this Basic Project, respecting the criterion of pricing in local currency, presented in **item 3.3**.

3. CALENDAR OF FAIRS 2022

FEIRAS 2022										
MÊS	NACIONAL INTERNACIONAL	FEIRA	SITE	INÍCIO	FIM	CIDADE	PAÍS	SEGMENTO	PÚBLICO ALVO	STATUS CONFIRMAÇÃO DA AGENDA
JANEIRO	INTERNACIONAL	FITUR Feria Internacional de Turismo	https://www.fema.es/fitur	19/01/2022	23/01/2022	MADRI	ESPANHA	MULTIPRODUTOS	TRADE E PÚBLICO FINAL	
FEVEREIRO	INTERNACIONAL	Vitrina Turística ANATO	https://vitrinaturisticanaato.org/	23/02/2022	25/02/2022	BOGOTÁ	COLÔMBIA	MULTIPRODUTOS	TRADE (estudantes no último dia)	
MARÇO	INTERNACIONAL	BTL FEIRA DE TURISMO DE LISBOA	https://btl.fit.pt/	16/03/2022	20/03/2022	LISBOA	PORTUGAL	MULTIPRODUTOS	TRADE E PÚBLICO FINAL	
ABRIL	INTERNACIONAL	BIT Borsa Internazionale del Turismo	https://bit.fieramilano.it/en/	10/04/2022	12/04/2022	MILÃO	ITÁLIA	MULTIPRODUTOS	TRADE E PÚBLICO FINAL	
ABRIL	INTERNACIONAL	Travel & Adventure Show Atlanta	https://travelshow.com/	23/04/2022	24/04/2022	ATLANTA	EUA			
ABRIL	INTERNACIONAL	IMEX FRANKFURT	https://www.imexfrankfurt.com/finance/#/comp/vis	28/04/2022	28/04/2022	FRANKFURT	ALEMANHA	MULTIPRODUTOS	TRADE E PÚBLICO FINAL	
ABRIL	INTERNACIONAL	SEATRADE CRUISE GLOBAL	seatradecruiseglobal.com	28/04/2022	28/04/2022	MIAMI	EUA			
MAIO	INTERNACIONAL	Arabian Travel Market ATM	https://www.atm.com/atm/na_gb.html	8/05/2022	11/05/2022	DUBAI	EMIRADOS ÁRABES UNIDOS	MULTIPRODUTOS	TRADE E PÚBLICO FINAL	
OUTUBRO	INTERNACIONAL	FIT AMERICA LATINA Feria Internacional de Turismo de América Latina	https://fit.org.ar/pt/	01/10/2022	04/10/2022	BUENOS AIRES	ARGENTINA	MULTIPRODUTOS	TRADE E PÚBLICO FINAL	
OUTUBRO	INTERNACIONAL	IMEX America	https://www.imexamerica.com/	25/10/2022	27/10/2022	LAS VEGAS	EUA	MICE	TRADE	
OUTUBRO	INTERNACIONAL	FIEXPO Latinoamérica	https://www.fiexpo-latinoamerica.com/	27/10/2022	30/10/2022	CARTAGENA	COLÔMBIA	MULTIPRODUTOS	TRADE	
NOVEMBRO	INTERNACIONAL	WTM World Travel Market London	https://www.wtm.com/london/en-gb.html	01/11/2022	03/11/2022	LONDRES	REINO UNIDO	MULTIPRODUTOS	TRADE	
NOVEMBRO	INTERNACIONAL	IBTM World	https://www.ibtmworld.com/	30/11/2022	02/12/2022	BARCELONA	ESPANHA	MICE	TRADE	
NOVEMBRO	INTERNACIONAL	FIFA WORLD CUP QATAR 2022	https://www.fifa.com/tournaments/mens/worldcup/qatar2022	21/11/2022	17/12/2022		QATAR			

APPENDIX II - COMPLEMENTARY PRODUCTS AND SERVICES

Process No. 72100.001418/2021-50 - EMBRATUR

CATEGORIES

PRODUCT/SERVICE	FEATURES
	(To be adjusted according to the specific needs of each contract)
1. Physical space for events - rental	
Physical space - outside the hotel environment	Physical space with capacity to serve up to 30 (thirty) places.
	Physical space with capacity to serve from 31 (thirty-one) to 100 (one hundred) places.
	Physical space with capacity to serve from 101 (one hundred and one) to 300 (three hundred) places.
	Physical space with capacity to serve more than 300 (three hundred) places.
Physical space - in a 4 or 5 star hotel environment	Physical space with capacity to serve up to 30 (thirty) places. (Superior or luxury category).
	Physical space with capacity to serve from 31 (thirty-one) to 100 (one hundred) places. (Superior or luxury category).
	Physical space with capacity to serve from 101 (one hundred and one) to 300 (three hundred) places. (Superior or luxury category).
	Physical space with capacity to serve more than 300 (three hundred) places. (Superior or luxury category).
2. Physical structures for events	
Booth (Basic)	Design and execution of basic structure assembly with lighting, air conditioning and power points within local safety standards, with floor, header and ceiling. With presentation of prior project for approval and Annotation of Technical Responsibility (art).
Practical, stages, cladding, walkways and access ramps.	Modular structure and/or built of distinct types of materials, according to specification to be approved by EMBRATUR.
Tents and awnings	According to specification to be approved by EMBRATUR.
Sidings, gradients and scaffolding	Modular and/or constructed materials to perform closure and isolation of areas, according to specification to be approved by EMBRATUR.
VIP room	Design and execution of modular and/or built structure, suitable for accommodation of authorities, artists and important people, according to specification to be approved by EMBRATUR.
Reception	Design and execution of modular structure and/or built to receive guests, authorities and other people participating in events, according to the specification to be approved by EMBRATUR.
Bleachers	Design and execution of modular structure and/or built for public accommodation, according to specification to be approved by EMBRATUR.
Cones, Ratchets, Easels and Password Dispensers	Various structures and materials for organizing and managing access to venues for events.
Scenography articles	Various articles for the setting of event spaces, in line with different creative projects approved by the contracting party.

Air Conditioning equipment	High energy efficiency equipment, with technical specifications and technological characteristics suitable for temperature adjustment and for different climatic conditions and diverse types of spaces, closed and /or open.
Fire extinguisher	Equipment in sizes and quantities appropriate to the most varied sizes of events, in accordance with the rules and guidelines of the fire department, brigade and/or competent authorities.
Mobile sanitary structures	Chemical bathrooms, standard types, luxury and super luxury, in addition to sanitary structures in containers, to meet the most diverse needs, for various audiences, in small, medium and large events.
Wheelchair	Wheelchair special for people with special needs.
First aid kit	Medicines and basic equipment suitable for emergency care at a medical station.
3. Furniture and accessories for events	
Furniture	Furniture composed of, but not limited to, armchair, sofa, upholstered chair, office chair, cabinets, safes, meeting table, side table, office table, drawing board, flagpole, trash cans of various types and sizes, container, podium, chair back cover, curtains, flower arrangement, decoration objects, among other items to be specified according to the characteristics of the actions demanded.
Flags	Acquisition and/or manufacture of flags according to specification to be approved by EMBRATUR.
Structures for installation of communication parts	Design and execution of modular and/or built structure, for installation and support of stage background, banner, header, plates, bands, totems, and other communication and signaling parts, including, but not limited to, boxtruss, metalon, wooden frame and banner holder.
4. Decoration and event support materials	
Adhesive	According to specification to be approved by EMBRATUR.
Special floor stickers and highlights	According to specification to be approved by EMBRATUR.
Applications/games	According to specification to be approved by EMBRATUR.
Animated presentations in flash or similar	According to specification to be approved by EMBRATUR.
Presentations in Powerpoint or similar	According to specification to be approved by EMBRATUR.
Arrangement of flowers	According to specification to be approved by EMBRATUR.
Arrangement of flowers for plenary	According to specification to be approved by EMBRATUR.
Arrangement of flowers for pulpit	According to specification to be approved by EMBRATUR.
Flower Entrance Arrangement	According to specification to be approved by EMBRATUR.
Back light/front light	According to specification to be approved by EMBRATUR.
Backdrop/Stage Background	According to specification to be approved by EMBRATUR.
Banner	According to specification to be approved by EMBRATUR.
Grille Eyelet Banner	According to specification to be approved by EMBRATUR.
Tablet of Paper	According to specification to be approved by EMBRATUR.
Cap	According to specification to be approved by EMBRATUR.
Botton	According to specification to be approved by EMBRATUR.
T-shirt	According to specification to be approved by EMBRATUR.
Pen	According to specification to be approved by EMBRATUR.
Recycled material pen	According to specification to be approved by EMBRATUR.
NOTEBOOK COVER	According to specification to be approved by EMBRATUR.
Catalog Cover	According to specification to be approved by EMBRATUR.
Poster	According to specification to be approved by EMBRATUR.
Certificate	According to specification to be approved by EMBRATUR.
Invitation	According to specification to be approved by EMBRATUR.
Invitation email marketing	According to specification to be approved by EMBRATUR.
Personalized lanyard for badge	According to specification to be approved by EMBRATUR.
Coated Paper Badge	According to specification to be approved by EMBRATUR.
PVC badge	According to specification to be approved by EMBRATUR.
Diploma	According to specification to be approved by EMBRATUR.
Table Display	According to specification to be approved by EMBRATUR.
Packing	According to specification to be approved by EMBRATUR.
Label	According to specification to be approved by EMBRATUR.
Range	According to specification to be approved by EMBRATUR.

Registration form	According to specification to be approved by EMBRATUR.
Banner	According to specification to be approved by EMBRATUR.
Simple brochure	According to specification to be approved by EMBRATUR.
Elaborated brochure	According to specification to be approved by EMBRATUR.
Technical brochure	According to specification to be approved by EMBRATUR.
Leaflet	According to specification to be approved by EMBRATUR.
Event Shed	According to specification to be approved by EMBRATUR.
Mast for flag	According to specification to be approved by EMBRATUR.
Plate	According to specification to be approved by EMBRATUR.
Banner holder	According to specification to be approved by EMBRATUR.
Poster	According to specification to be approved by EMBRATUR.
Scratch and Scribble	According to specification to be approved by EMBRATUR.
Bag	According to specification to be approved by EMBRATUR.
Stopper	According to specification to be approved by EMBRATUR.
Storyboard	According to specification to be approved by EMBRATUR.
Tablecloth	According to specification to be approved by EMBRATUR.
Totem	According to specification to be approved by EMBRATUR.
Visors	According to specification to be approved by EMBRATUR.
5. Electronic equipment and accessories for events	
Amplifier	Amplifier for sound system.
Sound box	Sound box for sound system up to 200 W RMS with tripod.
Closed circuit TV	Internal filming for safety, with cabling, installation, recording and operator.
Computer	Minimum settings: Intel Core i5 or similar processor, 3 GHz speed, HD 500GB, 4GB RAM, CD and DVD player and burner, USB ports and 17-inch LCD monitor.
Remote control with laser pointer	Remote control for changing slides with laser pointer.
Flipchart	With block and 02 (two) atomic brushes.
Photocopying machine	Copier machine - franchise of 3,000 (three thousand) copies per day, with inputs.
Generator 115	Rental, assembly, installation and removal of supersilenced generator set, 115 KVA engine, 60 Hz automatic, microprocessor and transfer board, 75 Db at 1.5 meters, for operation in "continuous" regime, to meet the lighting system, 12 (twelve) hours in operation.
Generator 300	Leasing, assembly, installation and removal of a supersilenced generator set 300/KVA engine, 60 Hz, microprocessor and transfer board, 75 Db at 1.5 meters, for operation in a "continuous" regime, to serve the stage, 12 (twelve) hours in operation.
Generator 86	Rental, assembly, installation and removal of a supersilenced generator set 86 KVA engine, 60 Hz automatic, microprocessor and transfer board, 75 Db at 1.5 meters, for emergency lighting.
Printer	Color Inkjet, with cartridge.
Printer	Color laser, with toner.
Printer	Laser P/B, with toner
Electrical installations	Installation points of sockets, wiring, adapters and other electrical needs.
IP Link	Provision of a minimum Internet IP link of 10 MB full dedicated.
Sound desk1	Sound/sound equipment for open/closed place: sound table with 16 (sixteen) channels, amplifier with power of at least 200 (two hundred) WRMS; 2 (two) speakers of at least 100 (one hundred) WRMS, with tripod and giraffe pedestal for microphone.
Sound Table 2	Sound/sound equipment for open/closed place: sound table with 24 (twenty-four) channels, amplifier with power of at least 800 (eight hundred) WRMS; 2 (two) speakers of at least 400 (four hundred) WRMS, with tripod and giraffe pedestal for microphone.
Microphone - Wireless Headset	With batteries or battery.
Microphone - wired	With base and wiring
Microphone - Goosneck	With base and wiring
Wireless lapel microphone	With batteries.
Wireless Microphone	With batteries.
Multi-directional microphone	For choir.
Laptop	Minimum settings: Intel Core i5 or similar processor, 2.3 GHz speed, HD 1TB, 8GB RAM, 10/100/1000 Mbps network card, Wi-Fi and Bluetooth connection, CD and DVD player and burner, and USB inputs.
Pedestal	Desk
Pedestal	To the podium/stage.
Laser Pointer	Luminous pointer for use in projection.
4G internet point	4G internet point via remote modem.

Internet point	Broadband internet point - ADSL of at least 60 Mbps, with physical point and Wi-Fi router.
Multimedia projector 5,000	Multimedia projector up to 5,000 (five thousand) ansilumens, 2,000:1 contrast, 1024x768 pixel resolution.
Multimedia projector 10,000	Multimedia projector up to 10,000 (ten thousand) ansilumens, 10,000:1 contrast, 1024x768 pixel resolution.
Radio Communicator - short	Radio communicator (walktalk type or similar) of short frequency, batteries included.
Radio Communicator - long	Radio communicator (Nextel type or similar) without telephone line, with battery and recharger.
Recipients	Ear receptors for simultaneous translation.
Logical network	Internet wired distribution with logical network assembly (per point).
Router	Router type access point, for distribution of wireless internet.
VGA selector	Electronic VGA selector to switch projections.
Server	Minimum settings: 2.8GHz speed Intel Core 2 Duo processor or similar, 320GB HD, 2GB RAM, CD and DVD player and burner, 17-inch USB and lcd display, DHCP server and two directions IP static route.
Projection screen	For reception of the projection.
Teleprompter	Text reproduction equipment for speakers.
LED TV	Minimum 42", minimum resolution 1920 x 1080 pixels- 110 or 220 volts, with support.
Mobile ICU	Mobile emergency service of emergencies and medical emergencies to the participants of the event and eventual displacement of patients to a hospital center, being provided by a mobile ICU, fully equipped, which will be in place for the entire period previously agreed.
Light bulb	Reflector hqi75W.
Light bulb	Reflector hqi150W.
Light Table	Light table 16 (sixteen) channels.
Movinghead	Movinghead 250W.
Reflector par 64	Reflector par 64, with protective screen, focus 01, in aluminum with base for floor and ceiling up to 1,000 (one thousand) watts of power, according to the need of event and environment, gelatin holder, including lamp, cabling and installation and gelatin in 4 (four) colors rough color table.
Reflector par 64	Reflector par 64, focus 02, in aluminum with base for floor and ceiling up to 1,000 (one thousand) watts of power, according to the need of event and environment, gelatin holder, including lamp, cabling and installation and gelatin in 4 (four) colors rough color table.
Reflector Set Light	Reflector lamp spot set light 500 (five hundred) W.
Spot	Spot lamp 30 (thirty) W.
Scenic lighting	Stage lighting with two (2) reflectors 1000w (one thousand) w, four (4) ellipsoidal, four (4) par 64, focus 3 with diffuser, two (2) minibrut of four (4) lamps, one (1) rack and one (1) light table. With a technician with a workload of 10 (ten) hours.
Lighting - Type I	Lighting for medium-sized concert. From 3 (three) to 6 (six) artists
Lighting - type II	Lighting for small shows. Up to 2 (two) artists.

6. Office supplies for events

Eraser for whiteboard	According to specification to be approved by EMBRATUR.
Stapler	According to specification to be approved by EMBRATUR.
Consumable material kit	Intended for operationalization in the event: 5 (five) white erasers, 10 (ten) ballpoint pens (blue or black), 2 (two) 30cm rulers, 100 (one hundred) clips, 10 (ten) black pencils, 2 (two) staplers, 1 (one) staple box, 1 (one) piercer, 1 (one) clip extractor, 2 (two) stick glues, 1 (one) ream of A4 paper, 2 (two) rolls of masking tape.
A4 Paper or Letter	According to specification to be approved by EMBRATUR.
Elasticated paste	According to specification to be approved by EMBRATUR.
Pen Drive	According to specification to be approved by EMBRATUR.
Marker pen.	According to specification to be approved by EMBRATUR.
Whiteboard Brush	According to specification to be approved by EMBRATUR.
Whiteboard	According to specification to be approved by EMBRATUR.
Blackboard	According to specification to be approved by EMBRATUR.
Paper shredder	According to specification to be approved by EMBRATUR.

1. Human resources for performance in events

Architect	Professional responsible for preparing projects and monitoring the assembly and disassembly of decoration structures, tents, stages, booths.
General services assistant	Professional to act in activities of transportation, removal, movement and relocation of furniture, booths, tents, equipment, partitions, miscellaneous boxes, packages, consumables, papers, graphic material and other related activities (once hired, he may not perform the same services as the servant and vice versa).
Caretaker for the disabled	Professional who performs monitoring and assistance functions for people with disabilities, including assistance in carrying out personal hygiene and food routines; preventive health care, aid in mobility and social coexistence.

Fire Brigade	Professional specially trained to work in an area previously established in prevention, abandonment by the public and fighting the beginning of fire and who is also able to provide first aid to victims.
Hosting Coordinator	Professional responsible for the organization and control of reservation and reception services, and must lead the team responsible for these actions.
Planning coordinator	Professional responsible for planning, controlling, and evaluating the efficiency of the means used to transport guests and material resources, in a timely manner and with due care.
Plenary coordinator	Professional responsible for the support team in plenary meetings, ensuring the organization of work, intermediation of questions, meeting logistical needs of the meeting and other related needs.
Secretary coordinator	Professional responsible for coordinating the secretaries' team that will act in the registration and initial attendance of the participants of the events.
Security coordinator	Professional responsible for the supervision, guidance, and training of safety teams. It must also analyze safety projects and adopt corrective measures, prepare service schedules, supervise activities, jobs, locations, and risk activities, investigate the causes of occurrences, suggest preventive and corrective measures and coordinate emergency plans.
General services coordinator	Professional responsible for coordinating building maintenance activities and administrative support services to ensure the state of conservation of the physical infrastructure of the facilities and the quality of administrative support services, in addition to the control of work schedules and tasks of general service personnel.
Transport coordinator	Professional responsible for transport planning, driver recruitment and supervision, vehicle fleet control, route preparation and control, fleet supply and maintenance.
General coordinator	Professional responsible for coordinating and guiding all actions to ensure the perfect execution of the event, and must be present on site full time.
Kitchen Maid	Professional responsible for the preparation of coffee, tea or juice, as required, observing the rules of personal hygiene and service, dishwashing and pantry utensils, before and after use, as well as cleaning refrigerators and other appliances, as well as floor and counters of the pantry.
Typewriter	Professional responsible for data entry and transmission, operating printers and microcomputers, recording and transcribing information.
Video Editor	Professional trained to work with professional software and audio and video equipment, being responsible for video editing (image, sound and the insertion of subtitles).
Electrician	Professional responsible for the installation and inspection of electrical appliances and electricity distribution networks, for the correct functioning and repair, when applicable.
Nurse	Professional responsible for collecting information about the patient's health status, through clinical examinations and nursing diagnosis, to establish the conduct to be followed. He is responsible for the hygiene and administration of medicines and dressings. Must have updated registration with the Regional Nursing Council (CRE) and outpatient experience. For actions carried out outside Brazil, advice or similar organization should be sought.
Engineer	Professional with mathematical, technical and scientific knowledge in the creation, improvement and implementation of utilities, such as materials, structures, machines, apparatus, systems or processes. Must have updated registration with the Regional Council of Engineering and Agronomy (CREA). For actions carried out outside Brazil, advice or similar organization should be sought.
Support team	Team for assembly, disassembly, transportation of material and other services.
Media Training Specialist	Professional responsible for training spokespersons, aiming to obtain satisfactory results in interactions with the press.
Stenotypist	Professional responsible for the transcription of testimonies, hearings, debates, and lectures, in writing and digitalized, with the same speed at which it is spoken and, simultaneously, using the stenotype, special keyboard with 24 keys, connected to a computer, with the aid of transcription software.
Film Maker	Professional specialized in capturing images for various uses, through appropriate equipment, such as camcorders and cameras, lenses and filters.
Photographer	Professional responsible for capturing images with the use of photographic cameras and subsequent recording and reproduction on paper and digital media, based on lighting and framing knowledge.
Waiter	Professional responsible for attending event participants, serving food and drinks, as well as for maintaining the organization of the tables.
Guide to guide technical visits	Professional responsible for monitoring and guiding visitors to event venues, and must be well informed about the location, schedule and activities to be developed.
Libras Interpreter (Brazilian Sign Language)	Professional specialized in the communication of the hearing impaired, observing the reference legislation.
Car valet	Professional responsible for driving vehicles from a garage or parking lot, specifying vacancies and filling in identification forms.
First Aider	Professional responsible for performing first aid, choosing the best procedures for the first care through diagnosis. With certification recognized by a competent body.
Courier	Professional for the execution of various tasks, such as the transport of correspondence, documents, objects and values, inside and outside the institutions, in addition to transmitting oral and written messages.
MC/Ringmaster	Professional specialized in conducting formal ceremonies, organizing the protocol, guiding the participants and writing the ceremony script.

Monitor	Professional responsible for monitoring and assisting in conducting the activity, clarifying doubts and preparing the space where the activity will be carried out.
Driver	Professional drivers of motor vehicles with due qualification and professional training to carry out activity in the road transport of passengers or in the road transport of cargo.
Audiovisual Equipment Operator	Professional responsible for the installation, operation and maintenance of audio and video multimedia equipment, such as televisions, projectors, overhead projectors, notebooks, CD, DVD and blue-ray players, among others.
Stage Lighting	Professional responsible for the preparation and creation of light project (light map) for events.
Light operator	Professional responsible for the operation of the light table and execution of the light project done by the illuminator.
Photocopier machine operator	Professional responsible for the operation of copying machines, supplying them with the necessary material, regulating them and putting them into operation, to reproduce drawings, tables, documents and other forms.
Sound operator	Professional responsible for the configuration, operation and monitoring of sound and recording systems, as well as editing, mixing, mastering and restoration of sound records of discs, tapes, video, movies etc. It is also responsible for the creation and recording system projects, preparation, installation and uninstallation of audio equipment and accessories.
Cultural Producer	Professional responsible for the creation, execution and administration of cultural projects and products, including the creation, organization and direction of artistic projects and products such as dance shows, theater, presentations, cultural and educational projects, productions for cinema and television, festivals of culture, music, dance, artistic shows, events and exhibitions.
Local Event Producer	Professional specialized in organization, planning, guidance and monitoring of all phases of the event of any kind. It is up to the producer to manage all the necessary services for each event, such as lighting, sound, security, accommodation, food, as well as to comply with the schedule and solve any last-minute problems.
Telemarketing operator	Professional with experience in making contacts with people, through telephone call, to offer service, product or promotion, solve problems or solve doubts.
Receptionist	Professional specialist in visitor or customer reception, responsible for guiding and controlling the entry of people at an event.
Bilingual receptionist	Professional specialist in visitor or customer reception, responsible for guiding and controlling the entry of people into an event, with command of the English language and a second language, which may be French or Spanish.
Text Reviewer	Professional with professional training in Social Communication or Foreign Languages, with a diploma recognized by the MEC, for the development of activities of analysis, revision and grammatical and style adaptation of the texts related to the event, in Portuguese or foreign languages.
Secretary	Professional with experience and resourcefulness in secretarial and acting in events, with mastery of the Portuguese language.
Bilingual secretary	Professional with experience and resourcefulness in secretarial and performance in events, with command of the English language and a second language, which may be French or Spanish.
Daytime security guard	Professional prepared for the exercise of security activity in various establishments, for daytime work.
Night security guard	Professional prepared for the exercise of security activity in various establishments, for night work.
Janitor	Professional responsible for cleaning and conserving the internal and external areas of the event, including: cleaning the floor, furniture, appliances and equipment; cleaning and disinfecting toilets, washing basins, seats and sinks, changing garbage bags, as well as replacing consumables.
Computer technician	Professional responsible for the creation and installation of a specific link hosted on the Contracting party's website, for disclosure of event information, registration of participants, issuance of reports and other documents.
Lighting technician	Experienced professional with knowledge about lighting environments, basic electricity and notions of development of lighting projects in indoor and outdoor environments.
Computer technician	Professional able to perform system configurations, equipment installation and verification and correction of computer programming failures.
8. Transportation	
Micro bus, bus, van, utility vehicle, car (with or without armor), aircraft, helicopters, vessels and transfers	Provision of various vehicles, by land, water and/or air, in simple, executive and luxury modalities, with capacity for a varied number of passengers, according to the characteristics and needs of the promotional action.
9. Food & Beverage for Events	
Mineral water	Supply of mineral water in individual bottles of 500 ml, crystal glasses and trays for management tables and support rooms during the event.
Carbonated mineral water	Supply of carbonated mineral water, in individual bottles of 500 ml, crystal glasses and trays for management tables and support rooms during the event.
Drinking fountain	Installation and maintenance of water fountains, refrigerators type, with bottles of mineral water of 20 (twenty) liters, disposable cups and trash can, for the period of the event.
Coffee	Supply of coffee in thermal bottles with cups of crockery, spoons, sugar, sweetener, tray for tables and support room during the event.

Brunch (type 1)	Coffee, tea, milk, chocolate, water, 02 (two) types of fruit juice, 02 (two) types of soda (01 dietary), varied cold cuts board, varied bread basket, 03 (three) types of pâtés, varied fruits, 02 (two) types of cake, 03 (three) types of pie.
Brunch (type 2)	Coffee, tea, milk, chocolate, water, 02 (two) types of fruit juice, 02 (two) types of soda (01 dietary), fruit cocktail, various crepes, 03 (three) types of pies, 03 (three) types of cake, varied cold cuts, varied bread basket, quiches, sausage.
Coffee break (type 1)	Coffee, tea, water, cheese bread and/or fine biscuits (salty and sweet).
Coffee break (type 2)	Coffee, water, tea, 01 (one) type of juice, 02 (two) types of soda (01 dietary), 02 types of fine biscuits, mini assorted sandwiches and/or snacks.
Coffee break (type 3)	Coffee, water, 02 (two) types of juice, 02 (two) types of soda (01 dietary), 03 (three) types of fine biscuits, subway bread, varied bread basket, toast, 03 types of pâté, 02 (two) types of cake, 01 (one) type of salty, varied fruits.
Lunch (type 1)	Buffet Service, with a varied menu, containing at least: a) 2 (two) types of meat (white and red); b) 2 (two) types of starch; c) 3 (three) types of salad (vegetables); d) standard dessert menu: fruits, candy buffet (pies, jams and mousses); e) standard menu of drinks: 2 (two) types of natural juice, diet and normal soda and mineral water (with and without gas) in a glass.
Lunch (type 2)	French service, varied menu, containing starter, at least 2 (two) types of meat (white and red meat), 2 (two) types of starch, salad, water and soda or fruit juice and dessert. Include vegetarian option, when requested by EMBRATUR.
Dinner (type 1)	Buffet Service, with a varied menu, containing at least: a) 2(two) types of meat (white and red); b) 2 (two) types of starch; c) 3(three) types of salad (vegetables); d) standard dessert menu: fruits, candy buffet (pies, jams and mousses); e) standard menu of drinks: two types of natural juice, diet and normal soda and mineral water (with and without gas) in a glass. Include vegetarian option, when requested by EMBRATUR.
Dinner (type 2)	French service, varied menu, containing at least 2 (two) types of meat (white and red meat), 2 (two) types of starch, salad, water and soda or fruit juice and dessert.
Cocktail Service	Standard menu: at least 10 (ten) types of items previously approved by the Contracting Party, accompanied by national red wine "reserve", premium national sparkling wine, non-alcoholic fruit cocktail, 2 (two) types of fruit juices, ice, 3 (three) types of soda (traditional and diet) and mineral water (sparkling and still) in glass. The cocktail should be served with steering wheel service, the waiters should wear a gown with gloves and with service material with quality compatible with the event.

10. When necessary to contract physical space, the Contractor shall indicate the location of the action, according to the characteristics determined by the Contracting Party, upon presentation of at least three (3) contracting options.
11. The Contracting Party is allowed to indicate other facilities, provided that it is proven to be a value compatible with the market.
12. The contracting of structures and furniture must include the assembly and installation services, to be supervised by the Contractor.
13. In the case of assembly of stands, basic stands, structures and electrical installations, the Contractor shall submit the respective ART (Annotation of Technical Responsibility) registered with CREA (Regional Council of Engineering and Agronomy), of the professional legally qualified as technician responsible for the execution of the services. For actions carried out outside Brazil, advice or similar organization should be sought.
14. The equipment must be delivered, installed and tested at least 12 (twelve) hours in advance of the start of the action.
15. All inputs (paper, tonner, extension, battery and others) necessary for the operation of the equipment and the provision of services must be supplied by the Contractor and considered in the cost proposal.
16. All electrical devices must be capable of adapting voltage (bivolt) or be accompanied by voltage adapters.
17. All computer equipment must operate with the main operating systems, namely: *Windows*, *MacOS* and *Free Software* solutions.
18. All items must consider daily compensation, including expenses with uniform, transportation, food for professionals and any service fees.
19. In the case of security, it will be necessary to present nothing contained in the Civil Police or local competent authority.
20. The Contractor shall submit at least 3 (three) proposals for uniforms, appropriate to the size and nature of the action, considering the Contracting party's profile, with the specifications of the fabrics and materials, colors and other elements that constitute it, for approval.
21. For the journey of simultaneous and consecutive interpreters of foreign languages and Libras, reference values provided by the National Union of Translators – SINTRA or, in the case of actions outside Brazil, of a locally recognized institution should be considered, in addition to considering the correct number of professionals, according to the workload provided for by the rules that regulate the activities.
22. For the hiring of human resources, the Contractor shall submit the name and curriculum of the professionals prior to the execution of the service, for analysis and approval by the Contracting party.
23. The Contractor shall provide all complementary items so that food and beverages are served properly, in the quantity appropriate to the service requested.
24. Food and beverages must be perfectly harmonized and be served with material – dishes, glasses, cups, towels, furniture – of quality, previously approved by the Contracting party.

25. All inputs and materials complementary to the food and beverage service must be supplied by the Contractor and considered in the cost proposal.
26. The Contractor shall submit at least 3 (three) menu options for prior authorization of the Contracting Party, signed by a representative of a buffet company of recognized capacity, for the appreciation and choice of the Contracting party.
27. Vehicles with a maximum of 2 (two) years of manufacture and drivers uniformed according to the profile of the action will be required.
28. In the case of transfers, the Contractor shall be responsible for receiving and accompanying the participant or speaker to the vehicle that will make the transfer.
29. The provision of specialized services must consider all linked expenses, such as transportation and food for professionals.
30. When necessary to hire a typical show, musical ensemble, artists, singers and musicians, the Contractor shall present at least three (3) hiring options, as defined by the Contracting party.

APPENDIX III - JUDGMENT OF TECHNICAL PROPOSALS

Process No. 72100.001418/2021-50 - EMBRATUR

1. The Technical Proposals of the bidders will be analyzed as to the fulfillment of the conditions established in this Appendix.
2. The following attributes of the Technical Proposal will be considered by the Technical Subcommittee, as a criterion for technical judgment, in each item or sub requirement:
 - 2.1. Question 1 - Corporate Communication Plan
 - 2.1.1. Sub requirement 1 - Basic Reasoning:
 - a) the accuracy demonstrated in the analysis of the characteristics and specificities of the Contracting Party and the context of its performance.
 - b) the relevance of the relevant and significant aspects presented, related to the corporate communication needs identified.
 - c) the adequacy demonstrated in the analysis of the Contracting party's relationship with its different audiences.
 - d) the assertiveness demonstrated in the analysis and understanding of the communication challenge to be overcome by the Contracting Party and in the understanding of the communication objectives established in the *Briefing*.
 - 2.1.2. Sub-Requirement 2 - Corporate Communication Strategy.
 - a) the adequacy of the recommendations to be observed by the Contracting party's spokespersons to their activities, as well as to the challenge and communication objectives.
 - b) the scope and possibilities of positive interpretations for the Contracting party's corporate communication in its relationship with the press, opinion leaders and other stakeholders.
 - c) the technical consistency of the presentation and defense of the crucial points of the Corporate Communication Strategy by the bidder and its ability to articulate the knowledge about the Contracting Party, the challenge and the communication objectives established in the *Briefing*.
 - d) the relevance of the cause-and-effect relationships between the proposed Corporate Communication Strategy and the expected effects and results.
 - e) the feasibility of the Corporate Communication Strategy, considering the reference amount established in the *Briefing*.
 - 2.1.3. Sub requirement 3 – Corporate Communication Solution
 - a) the alignment of corporate communication actions and/or materials with the proposed strategy.
 - b) the relevance of the actions and/or materials proposed with the nature of the Contracting Party and with the challenge and communication objectives established in the *Briefing*.
 - c) the adequacy of the proposed actions and/or materials to the profile of the respective audiences and their compatibility with the Contracting party's own communication resources.
 - d) the multiplicity of favorable interpretations that the actions and/or materials entail.
 - e) the functionality of the proposed actions and/or materials.
 - f) the feasibility of the proposed actions and/or materials, based on the available investment.
 - 2.1.4. Sub-Requirement 4 – Implementation Plan
 - a) the adequacy of the production schedule, implementation, maintenance and completion of corporate communication actions and/or materials, considering the degree of complexity of its technical execution and the specificities of the challenge and communication objectives presented in the *Briefing*.
 - b) the degree of efficiency, economy, and optimization of resources in the use of the reference amount established in the *Briefing*, shown in the budget for the development of the proposal.
 - 2.2. Question 2 - Service Capacity

SUBQUESTIONS	List of Customers		4	
	More than 6 (six) clients with international operations		4	
	4 (four) to 6 (six) clients with international operations		3	
	1 (one) to 3 (three) clients with international operations		2	
	Only clients with national operations		1	
	International Partnerships		1	
	Personnel ability:		5	
	1. Academic training of the main technical managers of the bidder. (Maximum score - 03 Points)	For each professional with a master's degree in Communication or Marketing.		1
		For each professional with an undergraduate or graduate degree in Communication or Marketing.		0.5
		For each professional with training in other areas of knowledge.		0
	2. Professional Experience of the 3 main technical managers of the bidder. (Maximum score - 02 Points)	More than 30 years combined.		2
		Between 20 and 29 years combined.		1,5
		Between 9 and 19 years combined.		1
Up to 8 years combined.			0	
3. Reports of Corporate Communication Solutions			10	
TOTAL SCORE			100	

3.2.1. If the bidder does not observe the amount established in sub-item 16.6.2 of the Basic Project for presentation of Reports of Corporate Communication Solutions, its maximum score, in this regard, will be proportional to the number of reports presented by it, and the proportionality obtained by applying the rule of three simple, in relation to its maximum score provided for in sub-item 3.2.

3.3. The score of each item will correspond to the arithmetic average of the points awarded by each member of the Technical Subcommittee, considering 01 (one) decimal place.

3.4. The Technical Subcommittee will reassess the score assigned to a question or sub requirement whenever the difference between the highest and the lowest score is greater than 20% (twenty percent) of the maximum score of the question or sub requirement, in order to restore the balance of the scores assigned, in accordance with the objective criteria provided for in this Basic Project.

3.4.1. If the difference in score provided for after the reassessment of the item or sub-question persists, the members of the Technical Subcommittee, authors of the scores considered to be inconsistent, must record in the minutes the reasons that led them to maintain the score attributed to the item or sub-question reassessed, which will be signed by all members of the Subcommittee and will become part of the process of this bidding

3.5. The final score of the Technical Proposal of each bidder will correspond to the sum of the points of the 03 (three) items: Corporate Communication Plan; Service Capacity; and Reports of Corporate Communication Solutions.

4. The bidder that obtains the highest score will be ranked first, in the judgment phase of the Technical Proposal, subject to the provisions of sub-item 5 of this Appendix.

5. The Technical Proposal that incurs in any of the situations described below will be disqualified:

a) present any information, brand, sign, label or any other element that allows the identification of the authorship of the Corporate Communication Plan – Unidentified Copy, before the opening of Wrapper No. 2;

b) does not reach a total of 75 (seventy-five) points;

c) obtain a zero score in any of the questions or sub-questions.

5.1. The Technical Proposal that does not meet the other requirements of this Basic Project may be disqualified, depending on the severity of the occurrence, and purely formal aspects may be revealed that do not compromise the fairness and competitive character of the competition.

6. If there is a tie that makes it impossible to automatically identify the best Technical Proposal, the bidder who has obtained the highest score, successively, in the Corporate Communication Plan, Service Capacity and Reports of Corporate Communication Solutions will be considered as ranked first.

7. If the tie persists, the decision will be made by lot, to be held in a public session or act, with a previously disclosed date and participation of all bidders.

APPENDIX IV - SUBMISSION AND JUDGMENT OF PRICE PROPOSALS

Process No. 72100.001418/2021-50 - EMBRATUR

1. PRESENTATION OF THE PRICE PROPOSAL

1.1. The bidder must submit its Price Proposal:

a) in a single notebook, on paper that identifies it, have its pages sequentially numbered and be written in Portuguese, except for technical expressions of common use, clearly, without amendments or erasures;

b) dated and signed by those who have powers of representation, in the form of its articles of incorporation, duly identified.

1.2. The Price Proposal shall be prepared in accordance with the model in Appendix V, and shall consist of:

a) percentage of discount;

b) percentage of fees;

c) set of statements;

d) information about the bidder.

1.2.1 The percentage of discount levied in a linear manner on the amounts listed in the Annual Estimate Spreadsheet of Execution and Unit Prices of Essential Products and Services, contained in **Appendix I, may not be less than 3% (five percent).**

1.2.1.1. The unit prices of the Essential Products and Services, listed in Appendix I, include all internal costs of the bidder, direct and indirect, such as: expenses with planning and presentations; social and labor charges of labor; equipment (*hardware*), programs (*software*); taxes; fees; insurance; and other financial obligations, of any nature, involved in the execution of the object of the contract.

1.2.2. The percentage of fees levied on the prices of Complementary Products and Services, provided through specialized suppliers with the intermediation and supervision of the bidder, whose categories are listed in **Appendix II, may not exceed 3% (five percent).**

1.3. The percentages of discount and fees must be presented in numerical values, with 2 (two) decimal places, and in full.

1.4. The validity period of the Price Proposal must be at least **ninety (90) calendar days**, counted from its presentation

1.4.1. If the bidder fixes a validity period shorter than that required in sub-item 1.4 or, still, is with the validity period of its proposal expired at the opening session of the wrappers with the Price Proposals, the Special Bidding Committee will carry out with it due diligence, as a way of extending said period.

1.4.1.1. The bidder who does not accept to extend the expiration date expired at the opening of the enclosures with the Price Proposals or before the closing of the bidding process will be disqualified.

1.5. The prices of the Essential Products and Services, resulting from the proposed discount percentage, are the sole responsibility of the bidder and will not be entitled to claim any subsequent changes, under the allegation of error, omission or any other pretext.

2. The Price Proposals of the bidders classified in the judgment of the Technical Proposals will be analyzed as to the fulfillment of the conditions established in this Basic Project.

2.1. The Enclosures with the Price Proposals of the disqualified bidders will be under the custody of the Special Bidding Committee.

2.2. The Special Bidding Committee will verify the correct completion by the bidder of the information presented in its **Price Proposal, according to the model in Appendix V.**

2.3. The Price Proposal that presents a discount percentage or percentage of fees based on another Proposal, that contains any condition for the delivery of the products and services, that does not contain any of the information requested in this Appendix, or that is considered unenforceable by EMBRATUR, in compliance with the applicable legislation, will be disqualified.

2.4. The lowest price Proposal at which it submits, simultaneously, will be considered:

a) **highest percentage of discount**, to be granted to the Contracting Party, levied in a linear manner on the amounts listed in the Annual Estimate Spreadsheet of Execution and Unit Prices of Essential Products and Services, contained in **Appendix I**; and

b) **lower percentage of fees** levied on the prices of Complementary Products and Services provided through specialized suppliers with the intermediation and supervision of the bidder, whose categories are listed in **Appendix II.**

2.5. If the same proposal does not present the conditions established in sub-item 2.4, the Proposal with the lowest price will be considered the one that presents the highest percentage of discount, to be granted to the Contracting Party, incident in a linear manner on the values listed in the Annual Estimate Spreadsheet of Execution and Unit Prices of Essential Products and Services, contained in Appendix I.

2.6. If there is a tie of the highest discount percentage, it will be considered as the lowest price Proposal at which it presents the lowest percentage of fees.

2.7. If there is a discrepancy between the percentage expressed in figures and that expressed in words, the price in words will be considered.

APPENDIX V - MODEL PRICE PROPOSAL FOR LOT 1 AND/OR 2

Process No. 72100.001418/2021-50 - EMBRATUR

1. We declare that, if this company is hired by EMBRATUR, as a result of the above contracting procedure, we will adopt the following prices in the execution of the contract:
2. Percentage discount of.....% (.....**percent**), to be granted to EMBRATUR, incident in a linear manner on the values listed in the Execution Estimate Spreadsheet and Unit Prices of Essential Products and Services, contained in Appendix I of the Basic Project of this contracting procedure; and
3. Percentage of fees of.....% (.....**percent**), levied on the prices of Complementary Products and Services provided through specialized suppliers with the intermediation and supervision of this bidder, whose categories are listed in Appendix II of the Basic Project of this contracting procedure.

4. We further declare that:

a) the property rights on the authorship of the contents, as well as the rights of use of the data collected, including the studies, analyzes and plans prepared by this bidder, through our employees or agents, as a result of the execution of the contract, become fully of EMBRATUR;

a1) values equivalent to the remuneration of these rights, mentioned in point 'a', are considered to be included in the remuneration of products and services;

a2) EMBRATUR may, at its discretion, use the rights referred to in item 'a' during the term of the contract to be entered into, and even after its termination or eventual termination, without any burden;

b) in the prices of the Essential Products and Services, resulting from the discount percentage proposed above, are included all our internal costs, direct and indirect, such as: expenses with planning and presentations; social and labor charges of labor; equipment (*hardware*), programs (*software*); taxes; fees; insurance; and other financial obligations, of any nature, involved in the execution of the object of the contract and no compensation related to these costs will be claimed;

c) the percentages proposed above are our sole responsibility and we will not be entitled to claim any subsequent changes, under the allegation of error, omission or any other pretext, during the term of the contract if it is signed;

d) we undertake to strive to obtain the best conditions in commercial negotiations with specialized suppliers, transferring to EMBRATUR all the advantages obtained;

d1) we guarantee the full payment of the amounts due to specialized suppliers, after the settlement of expenses and payment by EMBRATUR, pursuant to item 9 and sub-item 7.1.42 of the Basic Project of this contracting procedure;

e) we will maintain, by ourselves and our agents, unrestricted and total secrecy about any information provided to us and that we are aware that the violation of this provision will imply the immediate termination of the contract that may be signed and will subject us to the penalties of Law No. 9.279/1996 and to the indemnities for damages provided for in the ordinary legislation;

f) we are aware that EMBRATUR will withhold taxes and contributions in the situations provided by law; and

g) this Price Proposal is in accordance with the rules contained in the Basic Project and other documents of this contracting procedure and is valid for 90 (ninety) days.

5. Finally, we inform the following data:

Business name:
Address:
ZIP CODE:
CNPJ (or equivalent in the country of origin):
State or Municipal Registration:

Place and date full name of the bidder, name, position and signature of the legal representatives.

APPENDIX VI - BRIEFING

Process No. 72100.001418/2021-50 - EMBRATUR

1. GENERAL BACKGROUND

With the creation of the Ministry of Tourism in 2003, Brazil took an important step towards the creation and development of public policies which could stimulate national tourism and strategically promote the country in the main international outbound tourism markets. The objective of these actions was to allow Brazil to be more competitive and to better promote its attractions as a way to strengthen the tourism industry, generate foreign exchange earnings and jobs, and increase noticeability on the global stage.

One of the sides of this movement is EMBRATUR, which was created back in 1966, and was the single public authority responsible for the tourism sector in the country until it was assigned by the National Tourism Plan to promote the country internationally in the year 2003. It has, since, been operating for 20 years in foreign markets such as in the Americas and Europe. In addition to forming and maintaining remote teams which were responsible for promotional activities, public relations, and press relations, the Institute organized events and press trips, received awards, and participated in the main international trade shows and global events such as FIFA World Cups and Olympic Games.

As a consequence, communications represent one of EMBRATUR's main core resources, and its skills include:

- Formulating, implementing, and carrying out actions that allow the country to promote and market its tourist destinations, products, and services abroad;
- Creating, promoting, organizing, and participating in events pertaining to the promotion and marketing of Brazilian tourist products both in the country and abroad;
- Proposing necessary regulations and measures to the tourism authorities with the objective of carrying out the National Tourism Policy regarding its goals and skills in relation to international tourism, in addition to carrying out orders by the Deliberative Council;
- Communicating with economic agents and the public who show potential interest in Brazilian tourist destinations, products, and services that may be promoted abroad.

This work is consistent with the strategic objective of turning Brazil into a preferred tourist destination based on the Agency's main strategic guidelines, which are:

- To improve the world's perception of Brazil by combining new products and the competitiveness of Brazilian tourist products and services;
- To improve existing relationships with the tourist industry, with the press, and with international Key Opinion Leaders;
- To improve the world's perception of Brazil as a Business and Events destination, and intensify the use of digital tools to provide easy access to information about Brazil;
- To reposition public perception of the country in markets where Brazilian products have reached stagnation and intensify strategies to increase market opportunities in potential countries;
- To focus marketing efforts and resources on research, projects, advertising campaigns, and online media, as well as to promote Brazil as a remarkable international tourist destination.

After EMBRATUR took over the international promotion of the country, Brazil moved up from receiving just over 4 million foreign tourists a year to almost 7 million in 2019. The work has paid off and has been efficiently helping to strengthen the national economy.

In 2020, Embratur expanded its reach due to Law No. 14,002, which transformed the former Brazilian Institute of Tourism into the Brazilian Agency for the International Promotion of Tourism, i.e. the new Brazilian Tourist Board. The new agency falls into the category of autonomous social service and has become more autonomous and agile under this new format. Its goal is to plan, formulate, and implement actions to promote Brazilian tourist products, services, and destinations abroad in conjunction with the Federal Government.

That same year, however, Brazil and the rest of the world were completely stunned by the COVID-19 pandemic, which quickly froze several economic sectors. Social isolation and closed borders heavily impacted the tourism industry (services, food, hotels, transport, and others). With Brazilian borders closed to international travel, the Federal Government decided to concentrate efforts on the recovery of domestic tourism. The Agency's focus consequently turned to domestic tourism and tourists accordingly.

At the moment, the recovery of the tourism industry is still extremely urgent and in need of quick, effective actions. Teaming up with the Brazilian Ministry of Tourism and its strategies, Embratur aims to improve the lives of families who make a living directly from touristic activities through communication actions. In addition, the Agency aims to help many other families involved in 52 other productive activities adjacent to the tourism industry, hence impacting a large portion of the economy.

Economic recovery in the tourism industry is strongly associated with promotion. Therefore, the Agency has the responsibility of being one of the main players promoting Brazilian tourist products as well as information on the whole tourism industry in Brazil, thus stimulating one of the main economic activities in the country and generating jobs and income.

Still in mid-2019, before the start of the pandemic, the tourism industry had been showing record levels of growth, generating an income of more than BRL 136 billion and creating more than 25,000 jobs, according to the CNC research mentioned in an article published by the Ministry of Tourism at the end of 2019 (at the end of that year, numbers had already exceeded BRL 270 billion). The power, importance and relevance of tourism in the country's development is unquestionable, and that makes what EMBRATUR does even more significant for its full recovery.

The industry has continuously increased its share of the GDP, producing over 8% and employing around 7 million Brazilians, according to a publication by the Federal Government. However, with the economic losses generated by the pandemic, this revenue dropped to around BRL 116 billion (over the two-year period between 2020/2021), which represents a 21.5% decrease in the total production.

This scenario requires a lot of attention, public policies, investment, confidence in the sector, and plenty of information to avoid any issues that may affect public opinion, such as the fact that tourists can indeed travel safely.

2. BRAZILIAN TOURISM

In recent years, with the development of the industry, better infrastructure, and expanded air connectivity, Brazilian tourism has become much more competitive (although historical challenges such as tourist safety still persist). These issues have gradually attracted more attention by the Federal Government. Brazil ranks 32nd among 141 countries on the overall rankings of the *Travel & Tourism Competitiveness Index by the World Economic Forum* [\[AEAN1\]](#) and holds the 2nd position in natural resources.

With its six biomes and a coastline that extends for almost 11 thousand kilometers, Brazil never ceases to amaze when it comes to nature, ecotourism, and adventure travel. There are thousands of unique experiences to choose from all over the country. EMBRATUR considers that there are six pillars that define tourism in Brazil:

- **Ecotourism:** A form of tourism that uses natural and cultural resources sustainably, thus inspiring preservation, and stimulating awareness through understanding the environment and promoting the well-being of local communities.
- **Sports and Adventure Travel:** This form of tourism includes travel away from one's primary residence to participate in competitive or recreational sports. Some examples are diving, sailing, hang-gliding, sportfishing, and golf.
- **Cultural Travel:** Involves new destinations and people who are interested in learning about other cultures, habits, traditions, as well as experiencing tangible and intangible cultural heritage related to local history and art. Local experiences are just as much a part of cultural travel as local heritage attractions.
- **Sun and Beach:** Recreation, entertainment, and relaxation on or near beaches. This type of travel combines, water, sunshine, and warm weather.
- **Business Tourism:** Business tourism includes traveling to a specific tourist destination to do business, attend meetings, congresses, exhibitions, or trade shows. Business tourism usually generates more profit than leisure tourism.
- **Experiences:** "Experience" the diversity that makes Brazil such a unique destination: human contact, local communities, local attractions, and local knowledge that you will not find on traditional tours.

3. COMMUNICATION CHALLENGE

EMBRATUR's work abroad aims to improve the country's image and support the local tourism industry. In order to do so, several PR tactics are commonly used by the Agency:

- **Daily contact** with the press in strategic markets;
- Monthly inspirational and informative **press releases** on Brazilian destinations for each market;
- **Support system for the Agency's spokespersons** attending the main trade shows in the world, by organizing schedules and meetings with the local press;
- **Press trips** with international journalists and influencers.

Brazil follows strict health safety and environmental protection protocols. However, international media provides a different narrative, portraying Brazil as a dangerous country and a country that does not protect its wildlife and vegetation.

The bidder must, consequently, prepare an **INTERNATIONAL STRATEGIC PLAN FOR PUBLIC RELATIONS AND PRESS RELATIONS** focused on building the real image of Brazil to the **North American and Chilean** press: safe tourist destinations and protected nature. The Brazilian Amazon should be at the heart of the project.

The strategic plan should contain an annual plan of up to two releases per month, the organization of three press trips and public relations actions at international trade shows, and a daily press relations strategy to be implemented in the targeted market.

4. COMMUNICATION GOALS

Main goal:

Elaborate an **INTERNATIONAL STRATEGIC PLAN FOR PUBLIC RELATIONS AND PRESS RELATIONS** to change the pre-conceived image that **North American and Chilean** digital influencers, journalists, and editors (online and offline media) may have of Brazil.

Specific goals:

- Define strategies to better communicate with North American and Chilean press;
- Provide a monthly press-release plan (up to two per month) with the approved themes and suggested narratives;
- Provide a plan for three press trips containing the chosen media outlets, which destinations are to be visited, and a detailed itinerary for the visits;
- Provide a full meeting schedule for the Agency's spokespersons attending the main international trade shows;
- Provide a detailed list of PR actions to be carried out at each international trade show.

5. TARGET AUDIENCE

- North American and Chilean journalists and editors (online and offline media);
- North American and Chilean influencers.

6. LOCATION

The United States and Chile

7. DURATION

The proposed communications plan must contain actions for a period of 01 (one) year.

8. CAMPAIGN BUDGET

BRL 2,000,000.00 (two million Brazilian Reals).

OTHER INFORMATION

<https://www.gov.br/turismo/pt-br>

www.embratur.com.br

www.dadosefatos.turismo.gov.br

<https://embratur.com.br/destinosincriveis/>

<https://www.gov.br/turismo/pt-br/assuntos/noticias/cresce-a-participacao-do-turismo-no-pib-nacional>

<https://www.mercadoeventos.com.br/multimedia/videos/mtur-celebra-resultados-de-campanha-de-retomada-da-EMBRATUR/>

<https://noticias.r7.com/brasil/EMBRATUR-apoia-vacinacao-em-combate-a-covid-19-como-forma-de-retomada-do-turismo-nacional-26042021>

Bid Lot 2

1. GENERAL BACKGROUND

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2. BRAZILIAN TOURISM

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With its six biomes and a coastline that extends for almost 11 thousand kilometers, Brazil never ceases to amaze when it comes to nature, ecotourism, and adventure travel. There are thousands of unique experiences to choose from all over the country. EMBRATUR

considers that there are six pillars that define tourism in Brazil:

- **Ecotourism:** A form of tourism that uses natural and cultural resources sustainably, thus inspiring preservation, and stimulating awareness through understanding the environment and promoting the well-being of local communities.
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Brazil follows strict health safety and environmental protection protocols. However, international media provides a different narrative, portraying Brazil as a dangerous country and a country that does not protect its wildlife and vegetation.

The bidder must, consequently, prepare an **INTERNATIONAL STRATEGIC PLAN FOR PUBLIC RELATIONS AND PRESS RELATIONS** focused on building the real image of Brazil to the **German** press: safe tourist destinations and protected nature. The Brazilian Amazon should be at the heart of the project.

The strategic plan should contain an annual plan of up to two releases per month, the organization of three press trips and public relations actions at international trade shows, and a daily press relations strategy to be implemented in the targeted market.

4. COMMUNICATION GOALS

Main goal:

Elaborate an **INTERNATIONAL STRATEGIC PLAN FOR PUBLIC RELATIONS AND PRESS RELATIONS** to change the pre-conceived image that **German** digital influencers, journalists, and editors (online and offline media) may have of Brazil.

Specific goals:

- **Define strategies to better communicate with German press;**
- **Provide a monthly press-release plan (up to two per month) with the approved themes and suggested narratives;**
- **Provide a plan for three press trips containing the chosen media outlets, which destinations are to be visited, and a detailed itinerary for the visits;**
- **Provide a full meeting schedule for the Agency's spokespersons attending the main international trade shows;**
- **Provide a detailed list of PR actions to be carried out at each international trade show.**

5. TARGET AUDIENCE

- **German** journalists and editors (online and offline media);
- **German** influencers.

6. LOCATION

Germany

7. DURATION

The proposed communications plan must contain actions for a period of 01 (one) year.

8. CAMPAIGN BUDGET

BRL 2,000,000.00 (two million Brazilian Reals).

OTHER INFORMATION

<https://www.gov.br/turismo/pt-br>

www.embratur.com.br

www.dadosefatos.turismo.gov.br

<https://embratur.com.br/destinosincriveis/>

<https://www.gov.br/turismo/pt-br/assuntos/noticias/cresce-a-participacao-do-turismo-no-pib-nacional>

<https://www.mercadoeventos.com.br/multimedia/videos/mtur-celebra-resultados-de-campanha-de-retomada-da-EMBRATUR/>

<https://noticias.r7.com/brasil/EMBRATUR-apoia-vacinacao-em-combate-a-covid-19-como-forma-de-retomada-do-turismo-nacional-26042021>

APPENDIX VII – PERFORMANCE EVALUATION INSTRUMENT

Process No. 72100.001418/2021-50 - EMBRATUR

1. This document presents criteria for evaluating the quality of services, identifying indicators, goals, calculation mechanisms, form of monitoring and payment adjustments for eventual failure to meet the established goals.

Compliance with contractual obligations	
Item	Description
Purpose	Ensure the quality of EMBRATUR's Corporate Communication
Goal to be fulfilled	Contractual obligations fulfilled
Measurement instruments	Direct assessment of the Inspector through written notification.
Follow-up Form	Analysis of deliverables
Periodicity	Through Service Order
Calculation Mechanism	Sum of the percentages relative to the grades of Penalties notified (Table 1).
Start of Duration	Execution Date of the Contract;
Sanctions	a) Discount on invoice according to the sum of the percentages related to the degrees of the penalties notified by service order, up to the limit of 50%. b) The recurrence of the discount in the percentage of 50% of the value of the product in the period 06 (six) months of the contract will imply its termination, without prejudice to other penalties provided for in the Notice, in the Contract and in the legislation.

Comments	The notification must include the item number of the evaluation indicator violated (Table 02) and the signature of the company's supervisor.
-----------------	--

Table 01	
Degree of Infringement	Percentage of discount application
1	0.2% of the value of the "Product"
2	0.4% on the value of the "Product"
3	0.8% of the value of the "Product"
4	1.6% on the value of the "Product"
5	3.2% of the value of the "Product"

Table 2			
Item	Description	Grade	Incidence
1.	Not to perform the contracted services, with its own resources, and/or supervise subcontracted services, related to the object of this contract, upon demand of the Contracting party.	5	Per occurrence.
2.	Do not use, in the preparation of the services object of this contract, the professionals indicated in the Technical Proposal of the competition that gave rise to this instrument, for the purpose of proving the Service Capacity.	2	Per occurrence.
3.	Replace the professionals involved in the contractual execution without the knowledge and consent of the Contracting party.	4	Per occurrence.
4.	Do not make efforts to obtain the best conditions in commercial negotiations with suppliers of goods and specialized services and vehicles for dissemination or not transfer to the Contracting Party all the advantages obtained.	5	Per occurrence.
5.	Failure to strictly observe the specifications stipulated by the Contracting Party in the supply of products and services related to the object of this contract.	5	Per occurrence.
6.	Exercise quality control in the execution of the services provided, based on the parameters determined by EMBRATUR.	4	Per occurrence.
7.	Do not act with attention and responsibility in the preparation of cost estimate of the products and services object of this contract.	4	Per occurrence.
8.	Failure to comply with the conditions established in this contract for the supply of goods and specialized services to the Contracting party.	3	Per occurrence.
9.	Failure to observe the deadlines established by the Contracting Party in the conduct of the services object of this contract.	5	Per occurrence.
10.	Not observing the quality of the material made (spelling errors , not making available the materials/contents mentioned, graphics that are difficult to understand).	5	Per occurrence.
11.	Causing losses and damages to the Contracting Party due to its delay, omission or error, in the conduct of the services object of this contract.	5	Per occurrence.
12.	Do not immediately act in case of changes, rejections, cancellations or interruptions of one or more services, upon communication from the Contracting party.	4	Per occurrence.
13.	Override the incentive plans to the interests of the Contracting Party, neglecting vehicles that do not grant them or prioritizing those that offer them.	3	Per occurrence.
14.	Do not submit to the Contracting Party, for authorization of the communication plan of each action, a list of the means, squares and vehicles from which it will be possible and from which it is impossible to obtain the placement check report, by an independent company.	2	Per occurrence.

15.	Price quotation for the supply of goods or specialized services to suppliers in which the same partner or shareholder participates in more than one supplier in the same quotation procedure; and that any manager or employee of the Contractor has a shareholding or commercial or kinship relationship up to the third degree.	5	Per occurrence.
16.	Do not ensure the unrestricted and total confidentiality of any data provided to it as a result of the contractual execution, especially regarding the Contracting party's performance strategy.	5	Per occurrence.
17.	Disclose information about the provision of the services object of this contract, even if accidentally, without the prior and express authorization of the Contracting party.	5	Per occurrence.
18.	Refuse to reimburse the Contracting Party for any damage or loss arising from any breach of confidentiality of the information provided.	5	Per occurrence.
19.	Failure to provide due clarification to the Contracting Party about any disgraceful acts or facts reported involving the Contractor.	4	Per occurrence.
20.	Failure to comply with all laws and positions, federal, state and municipal pertinent to the object of this contract.	3	Per occurrence.
21.	Do not maintain during the execution of this contract all the conditions of qualification and qualification, required in the competition that gave rise to this instrument.	3	Per occurrence.
22.	Generate losses and infractions to the Contracting Party in the provision of the services object of this contract.	5	Per occurrence.
23.	Do not properly pay taxes and fees that are due as a result of the object of this contract, as well as contributions due to Social Security, labor charges, insurance premiums and occupational accidents, charges that may be created and required by the Government and other expenses that may be necessary to fulfill the agreed object.	3	Per occurrence.
24.	Adopt, in the execution of the services, good practices of environmental sustainability, resource optimization, waste reduction and pollution reduction.	2	Per occurrence.
25.	Do not control, on a daily basis, the attendance and punctuality of its personnel, per employee and per day.	1	Per occurrence.

APPENDIX VIII - TERM OF COMMITMENT

Process No. 72100.001418/2021-50 - EMBRATUR

1. I, _____, identity no. _____ issued by _____, CPF no. _____, employee of _____, I agree to take all precautions to ensure the confidentiality, integrity and non-availability of any confidential information, whether internal or external, that has been entrusted to me by Embratur.

2. In this way, I assume, in person, irrevocably and irreversibly, the obligation not to disclose, reproduce, pass on, expose or disclose, under any means, pretext, foundation or justification, the information to which for any reason I have access, as well as to maintain the confidentiality of such information that may be known to me during the entire time that I am acting on behalf of _____, remaining in force from the date of disclosure of the confidential information until 15 (fifteen) years after the termination of the contract, to which it is bound, undertaking to comply with and respect all conditions relating to confidentiality, which I declare to be fully known to me.

3. At the end of my employment or contract, I agree to keep confidential all confidential information to which I had access during the performance of my duties. I understand that I am not authorized to use this information for private purposes. Likewise I am not at liberty to pass this information on to third parties without the express written consent of the information officer.

4. I further declare that I am aware that in the event of a violation of the confidentiality to which I hereby undertake to maintain on everything that may be known to me during the exercise of my activities, I will be subject to the effects of a criminal, civil and administrative order against its transgressors, assuming the respective responsibilities until the period of twenty years after the termination of the employment contract.

Date: _____ of _____

Signing

EXHIBIT II – MODEL OF POWER OF ATTORNEY

Grantor

Qualification (name, address, corporate name, etc.)

Agent

Duly qualified representative

Purpose

Represent the grantor in **Competition No. XX / year – body/entity.**

Powers

Submit documentation and proposals, participate in public sessions for the opening of qualification documents and proposals, sign the respective minutes, register occurrences, formulate objections, file appeals, waive the right to appeal, waive the appeal filed, negotiate new prices and conditions, sign terms of commitment and sign all acts and any documents indispensable to the good and faithful fulfillment of this mandate.

place and date

< full name of bidder, name, title and signature of legal representatives >

ANNEX III

MODEL OF DECLARATION OF IMPOSSIBILITY OF PRESENTATION OF QUALIFICATION DOCUMENTS

DECLARATION OF IMPOSSIBILITY OF SUBMISSION OF qualification Documents The company _____ declares, through its undersigned legal representative, and under the penalties of the law that the qualification documents listed below required in the notice, do not have equivalence in our country.

BREAKDOWN OF ITEMS WITH IMPOSSIBILITY OF PRESENTATION:

xxxxxxxxxxxxxxxxxxx

The company _____ declares that it is aware of the civil and criminal liability arising from the non-veracity of the information provided, as well as the administrative and criminal sanctions to which it is subject in Brazil, if the content of this instrument is not consistent with the actual current situation, and must present the documentation that proves its statement together with the respective proposal and/or qualification envelope.

Place-, ___ of _____ of 20XX

(legal representative)

ANNEX IV - DRAFT OF THE CONTRACT

TERM OF CONTRACT for the PROVISION OF SERVICES No. XX/20XX, which enter into between EMBRATUR and the company XXXX.

EMBRATUR - **BRAZILIAN AGENCY for INTERNATIONAL TOURISM PROMOTION**, headquartered at SCN, Quadra 2, Bloco G, Ed. Embratur, first floor - Asa Norte, Brasília/DF, ZIP CODE 70712-907, enrolled with the CNPJ under No. 35.842.428/0001-66, established by Decree No. 10.172, of 12/11/2019, published in the DOU(official gazette) on 12/12/2019, page 08, Section 1, hereinafter referred to as **contracting Party**, herein represented by the Chief Executive Officer, Mr.**XXXX**, Brazilian, married or single, resident in Brasília/DF, enrolled with CPF No. xxxx, bearer of Identity Card No. xxxxx, appointed by the Decree of the Presidency of the Republic of xx/xxx/xxxx, published in the DOU, section 2, page 01, of xx/xxx/xxxx, and its Director of xxxx, Mr.**XXXXXX**, Brazilian, married or single, resident in Brasília/DF, enrolled with the CPF No. xxxxx, bearer of Identity Card No. xxxx, appointed by the Decree of the Presidency of the Republic of xx/xxx/xxxx, published in the DOU, section 2, page xxx, of xx/xxx/xxxx, and the company **XXXXX**, enrolled with the CNPJ under No. XXXXXXXX, headquartered at XXXXXXXXX, hereinafter referred to as **contractor**, hereby represented by Mr. XXXXXXXX, bearer of Identity Card No. XXXXXXXX and CPF No. XXXXXXXX, resident at XXXXX, in compliance with the EMBRATUR Bidding and Contracts Manual, by the principles of the general theory of contracts and by the provisions of private law, resolve to enter into this Agreement, under the following terms and conditions:

SECTION ONE – PURPOSE

1.1. The object of this competition is the hiring of companies to provide corporate communication and public relations services, to disclose Brazil abroad as a tourist destination, as well as providing information necessary to subsidize the respective process, according to the conditions, quantities and requirements established in this instrument.

1.1.1. This contract covers **Lot 1 - North America** (United States), **Central America** (Panama), **South America** (Argentina, Chile, Colombia, and Paraguay) **and Oceania** (Australia).

1.1.1. This contract covers **Lot 2 - Europe** (Germany, Spain, England, Italy, Portugal), **Africa** (South Africa) **and Asia** (United Arab Emirates and Japan).

1.2. The objects of the contract are:

a) Prospecting, planning, implementation, maintenance and monitoring of EMBRATUR's corporate communication solutions, in its relationship with the press and in its performance in public relations, in international territory;

b) Creation and technical execution of corporate communication actions and/or materials and multimedia content;

c) Creation, implementation and development of innovative forms of corporate communication, aimed at expanding the effects of EMBRATUR's activities with the press and other stakeholders, in line with new technologies;

d) Assistance and subsidy to decision-making and the implementation of the actions, programs and activities of EMBRATUR's Marketing, Intelligence and Communication Board (DMIC), as well as compliance with the principle of publicity and the right to information, through corporate communication actions aimed at disseminating ideas, programs, disseminating initiatives and informing and guiding the general public; and

e) Subsidize the strategic proposition of corporate communication actions to achieve the communication objectives and overcome EMBRATUR's challenges, providing, whenever possible, indicators and metrics for measuring, analyzing, and optimizing results.

1.3 Publics of interest to Brazil abroad:

a) The press;

b) Brazilian Embassies;

c) International Organizations;

d) Tourism-related class entities; and

e) Opinion-forming influencers;

1.4. The services provided for in sub-item 1.2. do not cover activities of a different nature from EMBRATUR's corporate communication, in its relationship with the press and in its performance in public relations.

1.5. This contract term is linked to the Bid Notice No. xxxxxxx and the winning bid, regardless of transcription.

1.6. The description of the solution as a whole covers the provision of corporate communication and public relations services. The demands will be met by combining the most appropriate products and services to support EMBRATUR in overcoming its challenges and

achieving its communication objectives, including:

a) Essential Products and Services: contemplate the basic expertise of the Contractor in the execution of the object of the contract, the items being previously specified and priced by the Contracting Party, with the respective estimated quantities of execution, in **Annex I of this contract**;

b) Complementary Products and Services: include basic and specific items not subject to provision by the contractor, nor to forecast by the Contracting Party, but indispensable for the proper contractual execution, provided through specialized suppliers, with the intermediation and supervision of the Contractor, whose categories are described in **Annex II of this contract**.

1.7. The products and services contained in this contract will be executed and delivered **on demand**.

1.8. If there is a need to provide services in any market (country) not included in the list of priced products, the reference value will be, when possible, the average of the values of the other countries of the continent. If there is no possibility of calculating the average, the lowest price criterion in the region is used.

1.9. The professionals who will be involved in the provision of services must have the following profile:

a) Master Communication Professional: higher education (courses recognized by the Ministry of Education) with at least 10 (ten) years of experience in public agencies/agencies/companies or communication vehicles of international scope; experience as head or coordinator of private or governmental press office, service manager in public agency, agencies, and/or chief editor, and/or editor. Broad knowledge of management tools and skills for the preparation of Communication and budget work proposal, definition, and implementation of planning, Communication projects, formulation of Communication policies and strategies, and relationship with opinion leaders, conducting *media training* and event management. Responsible for managing and leading teams to execute the actions of the Communication planning. Mastery of English and Spanish and good knowledge of the French language.

b) Senior Communication Professional: higher education (courses recognized by the Ministry of Education) with at least 8 (eight) years of experience in press offices of public agencies, agencies, companies or in communication vehicles of international scope, or have acted as a manager or coordinator of service in public press offices or agency. Experience in administration and coordination of communication activities, writing and editing of texts, speeches and articles, in addition to other activities involved in the service, such as defining disclosures and relationship programs with journalists. Responsible for consolidation and reporting and team management. Mastery of the English language and good knowledge of the Spanish language.

c) Full Communication Professional: higher education (courses recognized by the Ministry of Education) with at least 5 (five) years of experience in the area of Communication, acting in advisory services of public agencies, agencies/companies or in communication vehicles, and acting as an analyst in public agencies, agencies, and/or reporter, and/or assistant editor. Technical knowledge of the tools available for writing texts and *software* used for *mailing* and dissemination generation. Proficiency in English.

d) Junior Communication Professional: higher education (courses recognized by the Ministry of Education) with at least 1 (one) year of experience in the area of Communication, with operations in agencies/ companies. Technical knowledge of the tools available for writing texts and *software* used for *mailing* and dissemination generation. Ability to ascertain information, prepare reports, monitor *clipping* and carry out *follow-up* with journalists and also good knowledge in the English language.

e) Film Reporter: the professional must have higher education. Must have 05 (five) years of proven experience in the area of journalistic image production, advertising and/or events. Ability to edit images, database and video file.

1.10. The learning gathered in the execution of the current contracts confirms that the professional profiles and the minimum training and experience requirements are essential requirements for the good provision of services, however, it will be up to the winning bidding company to quantify and qualify the team to meet the needs of EMBRATUR according to the lot and the characteristics of the market. The differentiation between Master, Senior, Full and Junior concerns only training and professional experience. The curricula of the professionals must always pass through the approval of EMBRATUR, through analysis of experience and technical training.

1.11. Common Competencies (Master and Senior Communication Professionals):

1.11.1. Ability to prepare journalistic content;

1.11.2. Ability to relate harmoniously with the target audiences to be worked on;

1.11.3. Availability for national and international travel;

1.11.4. Proof of experience in the respective market.

1.12. Description of the joint activities:

1.12.1. Prepare surveys and opinion polls with specific audiences to collect data and information on matters relevant to Embratur inherent to the activity circumscribed in the object;

1.12.2. Prepare surveys and opinion polls with specific audiences to collect data and information on matters relevant to Embratur inherent to the activity circumscribed in the object;

1.12.3. Plan, prepare, and implement communication programs in all aspects, covering the study of public opinion, diagnosis and counseling therapies;

1.12.4. Supervise and update Embratur's dissemination channels for the press in the national and international market;

1.12.5. Promote relationships with journalists from the national and international press, according to the themes to be disclosed;

1.12.6. Supervise the performance of studies aimed at improving the technique of news and information;

1.12.7. Supervise studies on communication systems, aiming at the improvement of existing ones;

1.12.8. Select the appropriate dissemination vehicles for each message, considering the subjects, geographical area and audiences of interest;

1.12.9. Prepare journalistic content to be distributed to the national and foreign press or pasted at the disposal of the media, including texts, images and videos on Brazilian tourism products;

1.12.10. Inform Embratur about matters of interest to Brazil as a tourist destination, trends and motivations of public opinion in the national and international market;

1.12.11. Plan, supervise, coordinate, execute and evaluate, to a level of greatest difficulty, the activities of the area of its specialty;

1.12.12. Advise Embratur's spokespersons on matters related to their specialty;

1.12.13. Plan, coordinate, monitor and evaluate trips with foreign journalists (*press trips*), for the purpose of spontaneous experimentation and dissemination of Brazilian tourism products;

1.12.14. Issue opinion on a matter within its competence;

1.12.15. Provide statistical data of its activities;

1.12.16. Present reports of activities and results.

CLAUSE TWO - TERM

2.1. The Agreement will be valid for 12 (twelve) months, counted from the date of signature, or, counted from xx/xx/20xx, and may be extended for equal and successive periods, up to the limit of 05 (five) years, as provided in §1, art. 38 of the EMBRATUR Bidding and Contracts Manual, provided that there is formal authorization from the competent authority and observing the following requirements:

2.1.1. The services have been provided regularly;

2.1.2. It is formally demonstrated that the form of provision of services is continuous in nature;

2.1.3. A report is attached that discusses the execution of the contract, with information that the services have been provided regularly;

2.1.4. Justification and reason, in writing, that EMBRATUR maintains interest in the performance of the service;

2.1.5. It is proven that the value of the contract remains economically advantageous to EMBRATUR;

2.1.6. There is an express manifestation of the Contractor informing the interest in the extension; and

2.1.7. It is proven that the Contractor maintains the initial conditions of qualification.

THIRD CLAUSE – PRICE

3.1. The value of this contract is estimated at **R\$ XX,XX (in words)**, for the first 12 (twelve) months, contemplated according to the following indications:

a) xxxxxxxx (xxxxxxx) - Final value of essential services.

b) xxxxxxxx (xxxxxxx) - Essential Products and Services not provided for in the catalog in **Annex I of this contract**, equivalent to up to 15% (fifteen percent) of item 3.1. a);

c) xxxxxxxx (xxxxxxx) - Expenses with travel of professionals on duty, equivalent to 5% (five percent) of item 3.1. a); and

d) xxxxxxxx (xxxxxxx) - Complementary products and services and contractor's fees, equivalent to 15% (twenty-five percent) of item 3.1. a).

3.2 EMBRATUR reserves the right, in its judgment, to execute or not the entire contractual value.

3.3. In the extension, EMBRATUR may renegotiate the prices practiced with the Contractor, as a result of this bidding process, based on price research, in order to obtain a greater advantage for the Contracting Party, during the execution of the contract.

3.4. The CONTRACTING PARTY may, at any time, review the prices charged with the Contractor as a result of any reduction identified in market prices by means of an amendment.

3.5. The above amount includes all costs and all direct and indirect ordinary expenses arising from the execution of the object, including taxes, social, labor, social security, tax and commercial charges, administration fee, freight, insurance, and others necessary for the full compliance with the object of the contract.

FOURTH CLAUSE - BUDGET ALLOCATION

4.1. The expenses to meet this bid are scheduled in its own budget, provided for in EMBRATUR's budget for the year 20xx in the classification below:

33903992 - Institutional Advertising Services

Body: 54000 – Ministry of Tourism - MTUR

Management/Unit: EMBRATUR – Brazilian Agency for International Promotion of Tourism

Function: 23 - Trade and Services

Sub-function: 695 - Tourism

Work Program: Development and Promotion of Tourism

FIFTH CLAUSE – PAYMENT AND REMUNERATION

5.1. Payments to the CONTRACTOR shall be made for the amounts resulting from:

- a) effectively performed provision of Services and delivery of Essential Products;
- b) contracting of Complementary Products and Services;
- c) fees levied on the prices of Complementary Products and Services;
- d) reimbursement of travel expenses of professionals on duty.

5.2. For payment of the **Essential Products and Services**, the prices of the spreadsheet contained in **Annex I of this** contract will be charged, on a linear basis, the discount contained in the lowest price Proposal.

5.2.1. In the case of the execution of an item **not provided for** in the Essential Products and Services catalog, contained in **Annex I of this contract**, the Contractor shall submit to EMBRATUR a justification accompanied by the cost estimate and technical specifications, with the description of the following information:

- a) Title ;
- b) Descriptive;
- c) Deliveries;
- d) Aspects to be considered in the assessment of the activity;
- e) Characteristics considered in the complexity classification;
- f) Complexity; and
- g) Delivery term.

5.2.2. The estimated costs of an item not provided for in the Essential Products and Services catalog must be accompanied by 2 (two) more market budgets, in addition to the Contractor's budget.

5.2.3. The budgets shall contain the following information:

- a) business name;
- b) CNPJ;
- c) full address;
- d) telephone number and email for contact;
- e) detailed description of the quoted product or service;
- f) quantity, unit price and total price

g) place and date of Issue;

h) name in full, RG, CPF, position and function of the person responsible for the quotation.

5.3 The budgets must be original and signed by the respective persons responsible for the quotations, and proposals sent by electronic means may be accepted, provided they are issued from the institutional addresses of the companies.

5.4 If there is no possibility of presenting another 2 (two) budgets, the Contractor shall justify the fact, in writing, for EMBRATUR's appreciation, before making the expense.

5.5. Based on the technical specification presented, the proposal will be evaluated by EMBRATUR, which, for the approval of the budget, may verify, at any time and at its discretion, the adequacy of the Contractor's prices, in relation to those of the market.

5.6. In order to support the analysis of the budgets presented by the Contractor, EMBRATUR may seek the references of the prices charged by the Public Administration in relation to the **Essential Products and Services**.

5.7. For payment of **Complementary Products and Services**, the percentage of fees contained in the proposal submitted will be practiced, whose categories are listed in **Annex II of this Basic Project contract** of this contracting procedure.

5.7.1. As an honorary fee, the **Contracting Party** shall consider the percentage of XX% (.....percent).

5.8. Payments will be made in US Dollars (US\$) in Lot 1 and in Euro in Lot 2 (€). If the contracted company is Brazilian, it will receive payments in reais (R\$). For the conversion of the amounts in foreign currencies to real (R\$), the quotation informed by the Central Bank must be used on the website: [Central Bank Conversion Portal](https://www.bcb.gov.br/conversao) - <https://www.bcb.gov.br/conversao>, at the exchange rate in force on the business day immediately before the date of actual payment.

5.9. In the case of the execution of an item **not provided for** in the catalog of **Complementary Products and Services**, contained in **Annex II of this contract**, the Contractor shall submit to EMBRATUR a justification accompanied by the cost estimate and the technical specifications, with the description of the following information:

a) Title ;

b) Descriptive;

c) Deliveries;

d) Aspects to be considered in the assessment of the activity;

e) Characteristics considered in the complexity classification;

f) Complexity; and

g) Delivery term.

5.10. For payment of the **Complementary Products and Services**, the Contractor shall submit to EMBRATUR a justification accompanied by the technical specifications and the cost estimate, for its approval.

5.11 The cost estimate of the Complementary Products and Services must be accompanied by 3 (three) market budgets, for approval by EMBRATUR.

5.12. The budgets must contain the information contained in **item 5.2.3**, as well as follow the prescriptions contained in **item 5.3**.

5.13. If there is no possibility of presenting another 3 (two) budgets, the Contractor shall justify the fact, in writing, for EMBRATUR's appreciation, before making the expense.

5.14. For the approval of the costs, EMBRATUR may consult with the market to verify the budgets presented.

5.15. To support the analysis of the budgets presented by the Contractor, EMBRATUR may seek the references of the prices charged by the Public Administration in relation to the Essential Products and Services.

5.16. In order to pay the **fees levied on the prices of the Complementary Products and Services**, the Contractor will receive fees only on the prices of the products supplied and/or the services provided through specialized suppliers with their intermediation and supervision, not being applicable to any other point of the contract.

5.17. For the payment of fees, EMBRATUR will consider the percentage contained in the winning Proposal.

5.17.1. The fees referred to in the previous sub-item shall be calculated on the price actually billed, and no amount related to taxes whose collection is the responsibility of the Contractor may be added to it.

5.18. The reimbursement of expenses with travel of professionals on duty during the contractual execution will be made from an accountability presented by the contractor to EMBRATUR.

5.19. The travel of professionals on duty must be provided for in a Service Order previously approved by the manager or inspector of the contract.

5.19.1. For authorization of displacements, the Service Order must contain the following information:

a) employee name;

b) purpose of the trip;

c) starting and ending dates of the trip;

d) estimated ticket price;

e) prediction of the number of daily rates; and

5.19.2. For airline tickets, the use of the economy class is defined for any professional in national or international sections.

5.19.3 Expenses with airline tickets will be reimbursed by EMBRATUR in the amount effectively disbursed by the Contractor, based on 03 (three) budgets, with choice of the lowest price or the best cost/benefit ratio.

5.19.4. Quotations must be dated and made with different companies that do not belong to the same corporate group and may be made on the websites of the respective airlines.

5.19.5. Quotations must be made at least 10 (ten) days in advance. If there is no possibility of such advance, the Contractor shall justify the fact, in writing, to EMBRATUR.

5.19.6. If there is no possibility of presenting 3 (three) quotations, considering the specificities of the displacements, the Contractor shall justify the fact, in writing, to EMBRATUR.

5.19.7. In exceptional travel by means of means of transport other than air, EMBRATUR may approve the transportation based on the presentation, by the Contractor, of previous budgets and accountability in rules similar to those of air tickets, as described in item 5.18 and subsequent.

5.19.8. All other expenses with lodging, food, transfers or any other involved in the trip will be paid by EMBRATUR, through daily rates, in accordance with the values established in the Sole Annex of DIREX Resolution No. 07/2019 for its employees, or an instrument that replaces said annex.

5.19.8.1. For daily rates in the country and abroad, the values referring to the "Other Travelers" Category, provided for in the Night Table; according to the values established in the Sole Annex of DIREX Resolution No. 19/2021 for its employees, or an instrument that replaces said annex.

5.19.8.2. The accounting of the daily rates will occur in the manner applied to EMBRATUR employees.

5.19.9. The accountability of the displacements of professionals on duty shall be made by means of a travel report to be presented by the Contractor to EMBRATUR.

5.19.10. The travel report must be presented in Portuguese, with the characterization of "reimbursement" of the values, duly signed by the company representative (identified by name and position), accompanied by the following documents:

a) ticket price quotations for the requested stretch;

b) proof of purchase of the lowest price ticket; and

c) boarding passes.

5.19.10.1. The date to be considered for the quotation must be that of the Service Order that originated the trip, and the value to be used is the purchase.

5.19.11. As the Central Bank presents the quotation with 04 (four) decimal places, the billing must consider the 04 (four) places in the calculation, with the cents being rounded in the final result, so that the amount to be reimbursed follows the monetary standard in reais.

5.19.12. For the purpose of reimbursing expenses, the travel of professionals on duty, carried out outside the EMBRATUR headquarters city and outside the Contractor's base will be considered.

5.20. In order to make the payment and remuneration for the execution of the products and services previously authorized by EMBRATUR, the Contractor shall submit the following documents:

a) Essential Products and Services (Annex I of this agreement):

a1) invoice or bill issued, without erasure, in legible letter, in the name and CNPJ of EMBRATUR, which will contain the contract number, the description of the products and services performed, the number of the respective Service Order and the information for current account credit (name and bank number, name and branch number and account number);

a2) documents proving the execution of the products and services.

b) Complementary Products and Services (Annex II of this contract):

b1) invoice of the Contractor issued in accordance with the requirements described in item "a1)", for billing of fees levied on the prices of complementary products and services, accompanied by the first copy of the tax document of the specialized supplier, which will be issued on behalf of Embratur;

b2) documents proving the delivery of the products or execution of the Complementary services.

c) Expenditure on travel of professionals on duty:

c1) debit note, issued according to the requirements described in item "a1)", listing the means of transport contracted, with the respective CNPJ, corporate name and values, as well as the amount of daily rates necessary to cover the other expenses involved in the travel;

c2) accountability with travel report.

5.20.1. It is authorized the issuance of Invoice through CNPJ of the subsidiary of the contracted company.

5.20.1.1 In the case of issuance, according to item 5.20.1, it will be necessary to prove the tax regularity of the branch and the headquarters responsible for the contractual execution.

5.20.2. Payment will be made in accordance with the regulations of the Brazilian Federal Revenue and guidelines of Monetary and Foreign Trade Policies, as the case may be, after presentation of the invoice or bill of sale.

5.21. The corresponding invoice or bill must be delivered by the Contractor, directly to the contract manager or inspector, after due approval of the execution of the products and services (budgets, reports and vouchers).

5.22. The payment will only be authorized after the "ATTESTATION" has been made by the contract manager in the invoice presented.

5.23. The contract manager or his substitute will only attest to the execution of the products and services and will release the documents for payment when all the agreed conditions are fulfilled by the Contractor.

5.24. The invoices issued by the Contractor must be accompanied by an attached document with the following statement, signed by an employee of the corporate communication company responsible for the documentation:

"We certify that all products and services described in Invoice No. XXXXX/YEAR, provided by specialized suppliers were delivered/performed as authorized by EMBRATUR, and the procedures provided for in the contract regarding the regularity of contracting and proof of execution are also observed."

5.25. The payment of the products and services will be made after the presentation of the documents provided for as the case may be, and will be effected by means of a credit in a current account maintained by the Contractor, if EMBRATUR does not find failures in the documents presented.

5.26. The date of payment shall be considered the day on which the payment order is recorded as issued.

5.27. Before payment to the Contractor, the documents proving tax and labor regularity will be consulted, when applicable.

5.28. EMBRATUR, as a withholding source, will discount and collect the taxes and contributions to which it is bound by current or supervening legislation, referring to the payments it makes.

5.29. The Contractor shall assume, exclusively, all taxes (taxes and fees) that are due as a result of the execution of the products and services of the object of this contract.

5.30. If the Contractor opts for the Integrated System for the Payment of Taxes and Contributions of Micro and Small Businesses – SIMPLES, it must present, together with the invoice, the due proof, in order to avoid withholding of taxes and contributions, according to the legislation in force.

5.31. Before the payments are made, proof of the contractor's regularity will be made, by consulting the systems necessary for said verification and the website of the Superior Labor Court.

5.32. It will be up to the management of EMBRATUR responsible for the settlement and payment to verify the Contractor's regularity with regard to the following topics:

a) Certificate of Good Standing of the Severance Indemnity Fund for Employees (FGTS);

b) Joint Negative Certificate of Debts Relating to Federal Taxes and Active Debt of the Federal Government, issued by agencies of the Federal Revenue Service of Brazil and the Attorney General's Office of the National Treasury; and

c) Debt clearance certificates issued by agencies of the State and Municipal Treasury Departments.

5.32.1. If any irregularity is found, the Contractor shall be notified by the Manager or Inspector, in writing, so that within five (5) days it can regularize its situation or, within the same period, present its defense, under penalty of contractual termination.

5.32.2. The term stipulated in the previous item may be extended at the discretion of EMBRATUR.

5.32.3. As it is an international bidding, foreign companies that do not operate in the country will meet the requirements of the previous paragraphs through equivalent documents, authenticated by the respective consulates and translated by a sworn translator, and must have legal representation in Brazil with express powers to receive summons and respond administratively or judicially.

5.33. Any changes in bank details must be communicated to EMBRATUR, by letter, and the Contractor is responsible for the losses resulting from incorrect payments due to lack of information.

5.34. The payments made by EMBRATUR do not exempt the CONTRACTOR from its obligations and responsibilities assumed.

5.35. The services performed will be received by the Embratur representative who will carry out the verification and analysis of compliance, according to the deadlines stipulated in the **RECEIPT and ACCEPTANCE OF the OBJECT**.

5.35.1. The CONTRACTOR may only issue and send the invoice to Embratur, from the definitive receipt of the service and authorization, by e-mail or other suitable means agreed between the contractor's agent and the contract manager, by Embratur.

5.36. After complying with all the aforementioned requirements and awaiting Embratur's procedural processing, the Financial Coordination must make the payment **within 10 (ten) business days**, after receipt of said process.

5.37. In the event of any overdue payment, upon request of the CONTRACTOR, provided that it has not competed in any way for such, it is agreed that the financial compensation rate due by the CONTRACTING PARTY shall be calculated by applying the following formula:

$EM = I \times N \times VP$, where:

EM = Charges for late payment;

N = Number of days between the date expected for the payment and the actual payment;

VP = Value of the portion to be paid.

I = Financial compensation index = 0.00016438, as follows:

I = (TX)	$I = \frac{(6 / 100)}{365}$	I = 0.00016438 TX = Annual percentage rate = 6%
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5.38. It will be the sole and total responsibility of the bidder to obtain, from the competent bodies, either abroad or in Brazil, information on the incidence or not of taxes, levies and fees of any nature due to the fulfillment of the object of this bidding, in the domestic and/ or foreign markets, considering the respective encumbrances in their proposals, not admitting an allegation of ignorance of tax incidence or other related.

5.39 Payments to be made in favor of the Contractor shall be subject, as appropriate, to withholding of taxes, under the terms of the tax legislation and based on the information provided by the Contractor.

CLAUSE SIX – READJUSTMENT OF ESSENTIAL PRODUCTS AND SERVICES

6.1. The prices are fixed and non-adjustable within 1 (one) year from the date of signature of the contract.

6.2. Within the term of the contract and at the request of the Contractor, the contracted prices may be adjusted after the interregnum of 1 (one) year, applying the Extended National Consumer Price Index – IPCA exclusively for the obligations initiated and concluded after the occurrence of the annuity.

6.2.1. If the Contractor is a foreign company, within 06 (months) after signing the contract, it may indicate another official inflation index of its country.

6.2.2. The CONTRACTOR shall forward the supporting documentation for analysis and approval by EMBRATUR.

6.3. In the case of adjustments subsequent to the first one, the minimum interregnum of one year will be counted from the financial effects of the last adjustment.

6.4. In the event of delay or non-disclosure of the readjustment index, the Contracting Party shall pay the Contractor the amount calculated by the last known variation, settling the corresponding difference as soon as the definitive index is disclosed. The CONTRACTOR is obliged to present a calculation memory regarding the price adjustment of the remaining amount, whenever this occurs.

6.5. In the final measurements, the index used for readjustment will necessarily be the definitive one.

6.6. If the index established for adjustment is extinct or, in any case, can no longer be used, the one determined by the legislation then in effect will be adopted as substitute.

6.7. In the absence of legal provision as to the substitute index, the parties will elect a new official index, for adjusting the price of the remaining value, by means of an additive term.

6.8. The possibility of economic and financial rebalancing of the contractual values is guaranteed, which should provide the means of proof of the new market definitions that give rise to the economic imbalance of the contract, corroborated by cost spreadsheets.

CLAUSE SEVEN - CONTRACTUAL GUARANTEE

7.1. The CONTRACTOR, within **10 (ten) days** after signing the Contract Term, will provide a guarantee in the amount corresponding to 1% (one percent) of the contract value, which will be released in accordance with the conditions set forth in this contract, as provided in art. 39 of EMBRATUR's Bidding and Contracts Manual.

7.1.1. Failure to comply with the deadline set for the presentation of the guarantee will result in the application of a fine of 0.01% (zero point zero one percent) of the value of the contract per day of delay, up to a maximum of 2% (two percent);

7.1.2. The delay of more than thirty (30) days authorizes the Agency to promote the termination of the contract for non-compliance or irregular compliance with its clauses, according to EMBRATUR's Bidding and Contracts Manual.

7.2. The validity of the guarantee, whatever the modality chosen, must cover a period of 90 (ninety) days after the end of the contractual term.

7.3 The guarantee shall ensure, whatever the mode chosen, payment of:

7.3.1. losses arising from non-compliance with the object of the contract;

7.3.2. direct damages caused to the Agency due to fault or intent during the execution of the contract;

7.3.3. moratorium and punitive fines applied by the Agency to the Contractor; and

7.3.4 labor and social security obligations of any nature, not carried out by the contractor, when applicable.

7.4. The Contractor shall choose one of the following types of guarantee:

7.4.1. cash deposit; or

7.4.2. warranty insurance; or

7.4.3. bank guarantee.

7.5. In the event of a change in the value of the contract, or extension of its term, the guarantee must be adjusted to the new situation or renewed, following the same parameters used when contracting, including the terms provided for in item 7.1.

7.6. If the value of guarantee is used, wholly or partly, in payment of any obligation, the Contractor agrees to make its replacement in the maximum term of **ten (10) business days** from the date of its notification.

7.7. The Contracting Party shall perform the guarantee in accordance with the legislation governing the matter.

7.8. The guarantee shall be considered as extinct:

7.8.1. with the return of the policy, letter of guarantee or authorization for the withdrawal of amounts deposited in cash as collateral, accompanied by a declaration by the Contracting Party, by means of a detailed term, that the Contractor has complied with all the clauses of the contract;

7.8.2. at the end of the period of ninety (90) days after the end of the term, if the Contracting Party does not report the occurrence of claims.

CLAUSE EIGHT - OBJECT EXECUTION MODEL

8.1. The object's execution will follow the following dynamics:

8.1.1. The contractual execution will take place through the provision of services and supply of products, previously demanded by EMBRATUR, via Service Order (OS).

8.1.1.1. The contractual execution (processes, document, etc.) shall be in Portuguese or in the language in force in Brazil.

8.1.2. The details of the contractual execution process and demands through a Service Order will be made by EMBRATUR.

8.1.3. The demands will be met by combining the most appropriate products and services to support EMBRATUR in overcoming its challenges and achieving its communication objectives.

8.2. **Essential Products and Services** include the Contracting party's elementary needs related to the object of the contract and are grouped in the catalog in **Annex I of this contract**, according to their purpose and affinity, in the following categories:

a) Communication and Promotion Strategy;

b) Press Service;

c) Training;

d) Monitoring and Analysis;

e) Content Production;

f) Crisis Prevention;

g) Image Auditing; and

h) Service.

8.3. The **Essential Products and Services** are specified in **Annex I of this agreement**, with the description of the following information:

a) Title ;

b) Descriptive;

c) Deliveries;

d) Aspects to be considered in the assessment of the activity;

e) Characteristics considered in the complexity classification;

f) Complexity; and

g) Delivery term.

8.4. The specifications of the Essential Products and Services mentioned in the previous sub-item may be improved by EMBRATUR, whenever the need for greater alignment of the information with the practice experienced with the Contractor is identified, during the contractual execution.

8.5. When identified the need to execute an item not provided for in the catalog of Essential Products and Services, contained in **Annex I of this contract**, but necessary for contractual execution, the Contractor shall submit to EMBRATUR a justification accompanied by the cost estimate and technical specifications, with the description of the same information provided in sub-item 8.3, for approval of its execution, provided that the item is compatible with the object of the contract.

8.6. After approval of the execution of the Essential Product and Service, not provided for in the catalog in **Annex I of this contract**, the item may become part of the catalog and, if applicable, generate a new category.

8.7. When the need to perform **Complementary Products and Services**, provided through specialized suppliers, is identified, the Contractor shall submit to EMBRATUR a justification accompanied by the technical specifications and the cost estimate, for its approval.

8.8. The categories of Complementary Products and Services contained in **Annex II of this contract** constitute an exemplary relationship that does not exhaust the contracting of the components essential to the perfect contractual execution and can be adjusted to the specific needs of each action, with the prior consent and approval of EMBRATUR, subject to the contractual conditions.

8.9. After the approval of EMBRATUR, the new Product and Complementary Service may become part of **Annex II of this contract** and, if applicable, generate a new category.

8.10. Observe the following conditions in hiring specialized suppliers to perform **Complementary Products and Services**:

a) make prior quotations for all Complementary Products and Services to be provided by specialized suppliers;

b) only submit price quotations obtained from specialized suppliers, able to provide the Contractor with Complementary Products and Services, whose categories are set forth in **Annex II of this agreement**;

c) present at least 03 (three) quotations collected among specialized suppliers operating in the market of the intended supply branch;

d) require specialized suppliers to include in the quotation of Complementary Products and Services, the details of the specifications that make up their unit and total prices;

e) the quotation must be presented in original copy, on letterhead, with the identification of the supplier (full business name, CNPJ or CPF, address, telephone, among other data) and the identification (full name, position in the company, RG and CPF) and signature of the person responsible for the quotation;

f) for each submitted budget, the presence of the following statement, signed by the Contractor's employee responsible for the documentation, must be observed:

"We certify that this budget and its annexes have been checked and are in accordance with the approved technical specification and contractual requirements".

8.11. When the execution of the Product or Complementary Service has a value greater than 3% (three percent) of the total value of the contract to be signed, the Contractor will collect budgets from suppliers in closed envelopes, which will be opened in a public session, convened and carried out under the supervision of the requesting area.

8.12. If and when deemed convenient, the Contracting Party may supervise the supplier selection process, carried out by the Contractor, when the execution of the Product or Complementary Service has a value equal to or less than 3% (three percent) of the total value of the contract to be signed.

8.13. In the interest of EMBRATUR, there may be displacements of professionals on duty and, in this case, the Contractor will provide the means of transport, lodging and food for the designated technicians, being reimbursed, upon accountability.

8.13.1 Any displacement linked to the actions related to the contractual execution must be provided for in the Service Order (OS) and previously approved by the manager.

8.13.2 To authorize travel expenses, the Service Order must contain the following information:

a) employee name;

b) purpose of the trip;

c) starting and ending dates of the trip;

d) estimated ticket price;

e) prediction of the number of daily rates; and

f) estimated price of travel insurance costs (for international travel).

8.13.3. For airline tickets, the use of economy class is defined for any professional in national or international sections.

8.13.4. In exceptional travel employing transport other than air, EMBRATUR may approve the transportation based on the presentation, by the Contractor, of previous budgets and accountability in rules similar to those of air tickets according to sub-item 5.19.

8.14. The execution of any product, service or expense that involves the disbursement of resources must be previously and expressly authorized by EMBRATUR.

8.14.1. For the execution, the Contractor must have, in addition to a qualified administrative structure, sufficient quantity of professionals who must be available for the execution of the services and supply of the products, object of the contracting.

8.14.2. The professionals referred to in the previous item may be allocated to EMBRATUR's premises, for a fixed period, in order to meet the demands with the quality and deadlines required, in the provision of the products and services listed in **Annex I of this contract**.

8.14.3. The execution, by the Contractor, of products and services on EMBRATUR's premises results from the need for greater proximity between the teams and continuous service that cannot be provided remotely.

8.14.4. EMBRATUR will provide basic infrastructure to provide the products and services that will be performed on its premises, regarding the physical space and furniture.

8.14.5. The hiring of specialized suppliers will only be allowed to provide **Complementary Products and Services**, whose categories are described in **Annex II of this contract**, and the performance of the Contractor by order and account of EMBRATUR.

8.14.5.1. In the services mentioned in the previous item, it is forbidden to hire, directly or indirectly, an employee, partner or manager of the Contractor, as well as companies in which the Contractor or any of its managers has equity interest.

8.14.6. For the execution, the CONTRACTOR must have a sufficient number of professionals, in addition to a qualified administrative structure, which must be available for the fulfillment and execution of the products and services, object of the contracting, whose execution is abroad.

8.14.7. Embratur may request the Contractor to provide services in any of the countries included in the respective lot, even those that are not included in **Annex I of this contract**.

8.15. In the intermediation and supervision of the execution of Complementary Products and Services, provided by specialized suppliers, the Contractor shall preserve the rules and conditions of its contract with EMBRATUR, being fully responsible for any and all infractions arising from these situations.

8.16. Expenses with air tickets, daily rates and travel insurance (in the case of international travel) will be reimbursed by the Contracting Party in the amount effectively disbursed by the Contractor, based on three budgets, with choice of the lowest price, or best cost/benefit ratio.

8.16.1. If there is no possibility of submitting 3 (three) quotations, the Contractor shall justify, in writing, the fact to the Contracting party.

8.16.2. Exceptionally, if the displacement has to be made through other means of transport, other than air, the Contracting Party may approve based on the presentation, by the Contractor, of previous budgets and accountability in rules similar to those of air tickets.

8.17. It will be the responsibility of the Contractor to provide the necessary infrastructure of equipment, facilities and supplies, consisting of microcomputers, software, videoconferencing equipment, technological tools and other resources, in order to ensure the perfect execution of the products and services defined in this Basic Project.

8.17.1. In the case of essential products that will be provided in Brazil, EMBRATUR will provide this infrastructure of equipment, facilities and supplies, as they are professionals who will be on EMBRATUR's premises.

8.17.2. For the execution, the CONTRACTOR must have a sufficient number of professionals, in addition to a qualified administrative structure, which must be available for the fulfillment and execution of the products and services, object of the contracting, whose execution is abroad.

8.18. Embratur may request the CONTRACTOR to provide services in any of the countries included in the respective lot.

8.19. The products and services must be priced in the currency of the place where the service is provided.

8.19.1. The products and services must be priced in the currency of the place of provision of the service, of the countries indicated in item 1.1.1. of this contract.

CLAUSE NINE – REGIME FOR THE EXECUTION OF SERVICES AND SUPERVISION

9.1 The quantities of the Essential Products and Services, provided for in **Annex I of this agreement**, represent only estimates and will be executed to the extent of EMBRATUR's need and convenience, which may readjust them, causing distribution different from that previously established.

9.1.1. The quantity referred to in the previous item was expected to be executed during the contractual term of 12 (twelve) months.

9.2. EMBRATUR will supervise the execution of the contracted products and services and will verify compliance with the technical specifications, and may reject them, in whole or in part, when they do not correspond to the desired or specified.

9.3. It will be appointed manager, holder and substitute, and inspectors, to monitor and supervise the execution of the contract to be signed and record in report all occurrences, deficiencies, irregularities or failures that may be observed in the execution of the products and services and will have powers, among others, to notify the Contractor, aiming at its immediate correction.

9.4. The authorization, by EMBRATUR, of the services performed by the Contractor or by specialized suppliers will not relieve it of its responsibility for the perfect technical execution and proof of the services.

9.5. The absence of communication by EMBRATUR, referring to the irregularity or failures, does not exempt the Contractor from the responsibilities determined in the contract to be signed.

9.6. The Contractor will allow and offer conditions for the most comprehensive and complete inspection, during the term of the contract to be signed, providing information, providing access to the relevant documentation and to the products and services in execution and considering the observations and requirements presented by the inspection.

9.7. The Contractor undertakes to allow EMBRATUR's internal audit and/or external audit indicated by it to have access to documents and materials related to the products and services provided to EMBRATUR.

9.8. EMBRATUR may, at its discretion, evaluate the performance of the Contractor regarding the planning and execution of the products and services object of the contract to be signed.

9.8.1. The evaluation will be considered by EMBRATUR for:

- a) ascertain the need to request, on the part of the Contractor, corrections aimed at providing greater quality of services provided;
- b) decide on extension of term or termination of contract; and
- c) provide, when requested by the CONTRACTOR, statements on its performance to serve as proof of technical qualification.

9.8.2. A copy of the performance evaluation instrument will be sent to the manager and inspectors of the contract to be signed and will be available to the internal and external control bodies.

9.9. The monitoring and inspection of the execution of the contract consists of verifying the compliance of the provision of services, materials, techniques and equipment used, in order to ensure the perfect fulfillment of the adjustment, which will be exercised by one or more

9.10. The verification of the suitability of the provision of service shall be carried out based on the criteria established in this CS.

9.11. The supervision of the contract, when verifying that there was under sizing of the agreed productivity, without loss of quality in the execution of the service, must communicate to the responsible authority so that it promotes the contractual adequacy to the productivity actually performed.

9.12. The representative of the CONTRACTING PARTY shall promote the registration of verified occurrences, adopting the necessary measures for the faithful fulfillment of the contractual clauses.

9.13. The Inspection referred to in this clause does not exclude or reduce the liability of the CONTRACTOR, including third parties, for any irregularity, even if resulting from technical imperfections, redhibitory defects, or use of inappropriate or substandard material and, in the event of such failure, implies co-responsibility of the CONTRACTING PARTY or its agents, in accordance with Art.

9.14. The supervision by EMBRATUR in no way restricts the sole, integral and exclusive responsibility of the Contractor for the perfect execution of the services and supply of the products.

9.15. The services will be **provisionally received within up to the 5th day of the month following** the provision of services, by the supervisor or contract manager, for the purpose of subsequent verification of their compliance with the specifications contained in this Basic Project, in the Service Request and in the Service Proposal. CONTRACTOR PARTY shall send an execution report, for analysis of the supervision of the contract.

9.16. The services may be rejected, in whole or in part, when in disagreement with the specifications contained in this contract and in the Service Order, and the Contractor shall, within two (2) days from the notification, at its expense, without prejudice to the application of penalties, make the adjustments requested by the inspection of the contract.

9.17. The services will be **received definitively until the 20th day of the month following** the provision of the services, after verification of the quality and quantity of the material and consequent acceptance by means of a Definitive Receipt Term.

9.18. After the inspection of the services provided, the manager will indicate to the Contracting Party that the services are in accordance with the specifications of the Basic Project and that the issuance of the Invoice is authorized.

9.19. The indication of compliance with the execution of the object does not exclude the Contractor's liability for damages resulting from the incorrect execution of the contract, or, at any time, the guarantees granted and the responsibilities assumed in the contract and under the legal provisions in force.

CLAUSE TEN – OBLIGATIONS OF THE CONTRACTOR AND THE CONTRACTING PARTY

10.1. The CONTRACTORS's obligations are:

10.1.1. Perform the services according to the specifications of this contract and its proposal, with the allocation of the employees necessary for the perfect fulfillment of the contractual clauses, in addition to providing and using the necessary materials and equipment, tools and utensils, in the minimum quality and quantity specified in this contract and in its proposal.

10.1.2 Repair, correct, remove or replace, at its own expense, in whole or in part, within the period set by the inspector of the contract, the services performed in which there are defects, defects or inaccuracies resulting from the execution or materials employed.

10.1.3. Be responsible for the defects and damages resulting from the execution of the object, as well as for any and all damages caused to Embratur, and must immediately reimburse the Contracting Party in its entirety.

10.1.3.1. The Contracting Party is authorized to deduct from the guarantee required in the notice or payments due to the Contractor, the amount corresponding to the damages suffered.

10.1.4. Use qualified employees with basic knowledge of the services to be performed, in accordance with the rules and regulations in force;

10.1.5. Communicate to the Contract Supervisor, within 24 (twenty-four) hours, any abnormal occurrence or accident that occurs at the service location.

10.1.6. Provide all clarification or information requested by the CONTRACTING Party or its agents, guaranteeing them access, at any time, to the place of work, as well as to the documents related to the execution of the enterprise.

10.1.7. Submit in advance, in writing, to the CONTRACTING Party, for analysis and approval, any changes in the executive methods that go beyond the specifications of the Agreement or the Basic Project.

10.1.8. Provide services within the established parameters and routines, providing all materials, equipment and utensils in adequate quantity, quality and technology, in compliance with the recommendations accepted by good technique, standards and legislation;

10.1.9. Provide the means of transport, lodging, and food of the designated technicians, being reimbursed, through accountability, when, in the interest of EMBRATUR, there is a displacement of professionals on duty.

10.1.10. Ensure that all displacement linked to actions related to contractual execution is provided for in the Service Order and duly approved by the contract manager.

10.1.11. Operate with complete organization and provide high quality services.

10.1.12. Provide the products and services related to the object of the contract to be signed in accordance with the specifications stipulated by EMBRATUR.

10.1.13. Perform all services related to the object of the contract to be signed, upon request of EMBRATUR.

10.1.14. Exercise quality control in the execution of the services provided, based on the parameters determined by EMBRATUR.

10.1.15. Obtain prior authorization from EMBRATUR, in writing, to carry out any expense related to the contract to be signed.

10.1.16. Immediately act in case of changes, rejections, cancellations or interruptions of one or more services, upon communication from EMBRATUR, respecting the contractual obligations already assumed with specialized suppliers, provided that the occurrences have not been caused by them.

10.1.17. Maintain, during the execution of the contract to be signed, all the conditions of qualification required in the competition that gave rise to said instrument.

10.1.18. Provide the professionals involved in the contractual execution, inside and outside their premises, with the necessary infrastructure of equipment and supplies, consisting of access to the Internet through broadband (wired and wireless), microcomputers, *software*, videoconferencing equipment, technological tools and other resources, in order to guarantee the perfect contractual execution.

10.1.19. Allocate the necessary number of agents to ensure the best intermediation with EMBRATUR, observing the profiles necessary for each activity included in the contractual execution.

10.1.20. Make efforts to obtain the best conditions in commercial negotiations with specialized suppliers and transfer to EMBRATUR all the advantages obtained.

10.1.21. Preserve the rules and conditions of the contract with EMBRATUR in the intermediation and supervision of the services provided by specialized suppliers and fully respond for any and all infractions arising from these situations.

10.1.22. Maintain, by itself and by its agents, unrestricted and total secrecy about any information provided to it, especially regarding EMBRATUR's performance strategy.

10.1.23. Do not disclose information about the provision of the services object of the contract to be signed, involving the name of the Contracting Party, without its prior and express authorization.

10.1.24. To sign a Term of Commitment regarding confidentiality and secrecy, according to the model defined by EMBRATUR, committing itself and its agents not to pass on the knowledge of confidential information, being responsible for all persons who may

have access to the information, through it, and thus being obliged to reimburse the occurrence of any damage or loss arising from any breach of confidentiality of the information provided.

10.1.25. Comply with all relevant international, federal, state and municipal laws and positions and be responsible for all losses arising from infractions to which it has given cause.

10.1.26. Comply with labor and insurance legislation with respect to its employees.

10.1.27. Assume, exclusively, all taxes (taxes and fees) that are due as a result of the object of the contract to be signed, as well as the contributions due to Social Security, labor charges, insurance premiums and occupational accidents, charges that may be created and required by the Public Authorities and other expenses that may be necessary to fulfill the agreed object.

10.1.28. Be responsible for undue payments or for the total or partial omission in the collection of taxes that affect or will affect the services provided.

10.1.29. Submit, when requested by EMBRATUR, proof that all its labor, social security and tax charges and obligations related to the contract are being satisfied.

10.1.30. Respond to EMBRATUR for any losses and damages resulting from its delay, omission or error, in the conduct of the services object of the contract to be signed.

10.1.31. Be responsible for any liens arising from omissions or errors in the preparation of cost estimates and which result in increased expenses for EMBRATUR.

10.1.32. Be responsible for the burden resulting from any actions, demands, costs and expenses arising from damages caused by guilt, intent or omission of its employees and agents, as well as be bound by any responsibilities arising from administrative or judicial actions that may be attributed to it by force of law, related to the fulfillment of the contract to be signed.

10.1.33. In the event of a labor action involving the services provided, take the necessary measures to preserve EMBRATUR and keep it safe from claims, demands, complaints or representations of any nature and, failing to do so, if there is a conviction, reimburse EMBRATUR for the amounts that it has been obliged to pay, within the non-extendable period of 10 (ten) business days from the date of actual payment.

10.1.34. Respond for any administrative or judicial action brought by third parties based on the legislation of protection of intellectual property, property rights or copyright, related to the services object of the contract to be signed.

10.1.35. Provide clarification to EMBRATUR on any discrediting acts or facts reported involving the contractor, regardless of request.

10.1.36. Do not guarantee or use the contract to be signed as collateral for any financial transaction.

10.1.37. Adopt, in the execution of the services, good practices of environmental sustainability, resource optimization, waste reduction, and pollution reduction.

10.1.38. Observe the conditions for the supply of products and services to EMBRATUR established in the Notice that gave rise to the contract to be signed.

10.1.39. Observe and comply with the provisions contained in the **Risk Matrix of this contract (item 14.9)**.

10.1.40. Allocate the necessary number of agents to ensure the best intermediation with EMBRATUR, observing the profiles necessary for each activity included in the contractual execution.

10.1.41. Make payments due to specialized suppliers within 10 (ten) days after the credit in your account, from the Bank Order issued by EMBRATUR.

10.1.41.1. Deliver to EMBRATUR, by the 10th (tenth) day of the month following the payment, a consolidated report of the payments made to specialized suppliers in the previous month;

10.1.41.2. The consolidated report on payments to specialized suppliers shall contain at least the following information:

- a) Service Order No.;
- b) date of credit of the Contracting party's bank order;
- c) date of payment to the specialized supplier by the contractor;
- d) name of the specialized supplier favoured;
- e) tax document number;
- f) payment amount.

10.1.41.3. Failure to comply with the provisions of subitems 10.1.42 or the lack of plausible justification for non-payment within the stipulated period may imply the suspension of the settlement of the Contractor's expenses until the pending issue is resolved;

10.1.41.4. If the pending issue is not resolved within **15 (fifteen) days**, counted from the notification of EMBRATUR, the **contractual non-performance** by the Contractor will be characterized;

10.1.41.5. Characterized by the contractual non-performance for the reasons expressed in sub-item 10.1.41.4, EMBRATUR may choose to terminate the contract or, exceptionally, settle expenses and make the respective payments directly to specialized suppliers.

10.1.42. Be responsible for any financial, procedural and other charges arising from the Contractor's failure to comply with payment terms to specialized suppliers.

10.1.43. The CONTRACTOR shall always seek the lowest price with the best quality for the execution of the object of the contract.

10.2. The following are obligations of the CONTRACTING party:

10.2.1. Require compliance with all obligations assumed by the CONTRACTOR, in accordance with the contractual clauses and the terms of its proposal.

10.2.2. Carry out the monitoring and inspection of the services, by a specially designated employee, noting in its own record the detected failures, indicating the day, month and year, as well as the name of the employees eventually involved, and forwarding the notes to the competent authority for the appropriate measures;

10.2.3. To notify the CONTRACTOR in writing of the occurrence of any imperfections, flaws or irregularities found in the course of the execution of the services, setting a deadline for their correction, making sure that the solutions proposed by it are the most appropriate;

10.2.4. Pay the CONTRACTOR the amount resulting from the provision of the service, within the term and conditions established in this contract;

10.2.5. Make the tax withholdings due on the value of the Invoice/Invoice of the contractor, as applicable;

10.2.6. Provide and make available to the Contractor the elements and information that are necessary for the execution of the services and the supply of the products;

10.2.7. Provide conditions for the proper execution of services and the adequate supplying of products;

10.2.8. Verify compliance with the contractual clauses related to the fees due to the Contractor and the conditions for hiring specialized suppliers, by the Contractor;

10.2.9. Notify the CONTRACTOR, formally and in a timely manner, about the irregularities observed in the fulfillment of the contract to be signed;

10.2.10. Notify the Contractor, in writing and in advance, guaranteed the defense, on fines, penalties and any debts of its responsibility;

10.2.11. Always make communications to the contractor in writing, exceptionally allowing the use of an electronic message for this purpose.

10.2.12. In order to preserve the right of specialized suppliers to receive regularly for the products and services performed, the Contracting Party may institute an alternative control procedure for the Contractor to transfer the amounts due to suppliers in operations concomitant with the credit received from the Contracting party.

10.2.13. On an exceptional basis, the Contracting Party may, directly, settle expenses and make payments to suppliers.

10.2.14. EMBRATUR shall not be liable for any commitments assumed by the Contractor with third parties, even if linked to the execution of this Basic Project, as well as for any damage caused to third parties as a result of an act of the Contractor, its employees, agents or subordinates.

10.2.15. EMBRATUR is required to monitor the execution of the products and services object of the contract to be signed, together with a representative accredited by the Contractor.

CLAUSE ELEVEN - ADMINISTRATIVE PENALTIES

11.1. For the total or partial non-performance of the object of this contract, EMBRATUR may apply to the Contractor the following sanctions:

1.11.1. Warning;

11.1.2. Fines:

11.1.2.1. Of 0.001% (one thousandth percent) of the total value of the contract, in which any product or service intended for it has been delivered or performed (provisionally or definitively) with delay, applicable per day of delay, being understood as delay, non-compliance with the contractual deadline for delivery/realization of the product/service;

11.1.2.2. Of 0.001% (one thousandth percent) of the total value of the Contract for breach of any of its clauses or conditions, other than those specified in sub-item 14.1.2.1., applied twice in the recurrence;

11.1.2.3. Suspension of bidding with EMBRATUR for up to 2 (two) years.

11.2. The application of a sanction is conditioned to the transit of a sanctioning administrative process, which will guarantee adversary proceedings and ample defense.

11.3. The dosimetry of the sanction must take into account the reasons of fact and law presented by the Contractor, the severity and scope of potential or materialized losses to EMBRATUR and the disapproval of the conduct, and must respect the exhaustive order provided for in item 11.1, being the mildest warning and the suspension of bidding the most serious.

11.4. The penalty of a fine may be applied concurrently with the others, whenever an equity gain is identified to the company or significant losses to EMBRATUR.

11.5. In the process of applying penalties, the rules and procedures of EMBRATUR's Bidding and Contracts Manual shall prevail.

CLAUSE TWELVE - TERMINATION

12.1. This Agreement may be terminated without prejudice to the application of the penalties provided for in this agreement.

12.2. The cases for termination of the Agreement will be formally motivated, ensuring the CONTRACTOR the right to a prior and fair hearing.

12.3. The CONTRACTOR recognizes the CONTRACTING PARTY's rights in case of administrative termination, provided for in art.

12.4. The termination term, where possible, shall be preceded by:

12.4.1. Balance of contractual events already fulfilled or partially fulfilled;

12.4.2. List of payments already made and still due;

12.4.3. Verification as to the enforceability of indemnities and/or fines.

CLAUSE THIRTEEN - AMENDMENTS

13.1. Contractual amendments by agreement between the parties, provided that they are justified, and those arising from the need for extension, will be included in Addendum Terms.

13.2. This agreement may be amended, in the event of complementation, addition or suppression that are made in the services, up to 25% (twenty-five percent) of the amount initially contracted.

13.3. No addition or deletion may exceed the limits established in item 13.2, except for deletions resulting from an agreement between the Contracting Parties.

CLAUSE FOURTEEN - RISK MATRIX

14.1. In the event of one of the events listed in the Risk Matrix (item 14.9) of this Basic Project, the CONTRACTOR shall, within a period of up to 01 (one) business day, inform EMBRATUR about what happened, in a report containing the following minimum information:

a) Details of the event occurred, including its nature, the date of occurrence and its estimated duration;

b) The measures that were in place to mitigate the risk of materialization of the event, if any;

(c) the measures it will take to bring the effects of the event to an end and the estimated period for those effects to cease;

d) Contractual obligations that have not been fulfilled or that will not be fulfilled due to the event; and

e) Other relevant information.

14.2 After notification, EMBRATUR will decide on what happened or may request additional clarification from the CONTRACTOR. In its decision, EMBRATUR may temporarily exempt the CONTRACTOR from complying with the contractual obligations affected by the Event.

14.3 The granting of an exemption does not exclude the possibility of imposing sanctions.

14.4. The recognition by EMBRATUR of the events described in the Risk Matrix (item 14.9) of this contract that affect the fulfillment of contractual obligations, with responsibility indicated exclusively to the Contractor, will not give rise to the restoration of the economic and financial balance of the Contract, and the risk must be borne exclusively by the Contractor.

14.5. The unpredictable or foreseeable facts, but of incalculable consequences, delaying or impeding the execution of the contract, not provided for in the Risk Matrix (item 14.9), will be decided by agreement between the parties, with regard to the restoration of the economic and financial balance of the contract.

14.6. The Contract may be terminated when it is demonstrated that all measures to remedy the effects have been taken and even so the maintenance of the contract becomes impossible or unfeasible under the existing conditions or is excessively costly.

14.7. The Contractor is authorized to provide services indicated in this Term with higher quality due to methodological or technological innovations.

14.8. The CONTRACTOR cannot innovate in the execution model and in its contractual responsibilities.

14.9. Risk Matrix:

Supervening Events	Mitigating Actions	CONTRACTOR's Liability	EMBRATUR Liability
Interruption of services due to strike or temporary interruption of services.	Check with the Contractor the period of the collective bargaining agreement of the category		X
Delivery of the service in disagreement with EMBRATUR's demand.	Failure to receive the service performed and Improve the quality of communication.		X
Do not pass on to EMBRATUR all advantages/discounts obtained in negotiations arising from subcontracting.	Request documents with the negotiation of the Contractor and the third party.		X
Non-negotiation of the best price conditions with specialized suppliers, when contracting Complementary Products and Services.	Use the price base of suppliers registered in official systems.	X	
Price quotation for the supply of goods or specialized services to suppliers in which the same partner or shareholder participates in more than one supplier in the same quotation procedure; and that any manager or employee of the Contractor has a shareholding or commercial or kinship relationship up to the third degree.	Use the price base of suppliers registered in official systems.	X	
Absence of zeal for the unrestricted and total confidentiality of any data provided to it as a result of the contractual execution, especially regarding EMBRATUR's performance strategy.	Adopt information security policy within the framework of the execution of the contract.	X	
Losses and damages to EMBRATUR due to delay, omission or error in the conduct of the services object of this contract.	Inform EMBRATUR in a timely manner about the conduct of the services and the compensatory actions to be taken	X	

CLAUSE FIFTEEN – PROHIBITIONS

15.1. The CONTRACTOR is prohibited from:

15.1.1. Pledging or use this Term of Contract for any financial transaction;

15.1.2. Stop the implementation of the services under claim of default by the CONTRACTING PARTY, unless otherwise provided by law.

CLAUSE SIXTEEN - OMISSIONS

16.1. The omitted cases will be decided by the Contracting Party, according to the provisions contained in EMBRATUR's Bidding and Contracts Manual, through DIREX (Executive Board) and other applicable federal rules and, in the alternative, the general rules and principles of the contracts.

CLAUSE SEVENTEEN – PUBLICATION

17.1. The extract from this contract will be published in the Federal Official Gazette, as provided for in EMBRATUR's internal regulations.

EIGHTEENTH CLAUSE - JURISDICTION

18.1. The venue of the city of Brasília-DF is elected to resolve the issues arising from the execution of this contract.

And, as they are fair and correct, this contract was drawn up and made available through the Electronic Information System – SEI, which, after being read and found to comply, is signed by the parties, before two witnesses.

ANNEX I TO THE CONTRACT

SPECIFICATION AND UNIT PRICES OF ESSENTIAL PRODUCTS AND SERVICES

(INTENTIONALLY LEFT BLANK - PLACE OF INSERTION OF THE SPREADSHEET WITH ALL SERVICES PROVIDED)

ANNEX II TO THE CONTRACT

COMPLEMENTARY PRODUCTS AND SERVICES

CATEGORIES

PRODUCT/SERVICE	FEATURES
	(To be adjusted according to the specific needs of each contract)
1. Physical space for events - rental	
Physical space - outside the hotel environment	Physical space with capacity to serve up to 30 (thirty) places.
	Physical space with capacity to serve from 31 (thirty-one) to 100 (one hundred) places.
	Physical space with capacity to serve from 101 (one hundred and one) to 300 (three hundred) places.
	Physical space with capacity to serve more than 300 (three hundred) places.
Physical space - in a 4 or 5 star hotel environment	Physical space with capacity to serve up to 30 (thirty) places. (Superior or luxury category).
	Physical space with capacity to serve from 31 (thirty-one) to 100 (one hundred) places. (Superior or luxury category).
	Physical space with capacity to serve from 101 (one hundred and one) to 300 (three hundred) places. (Superior or luxury category).
	Physical space with capacity to serve more than 300 (three hundred) places. (Superior or luxury category).
2. Physical structures for events	
Booth (Basic)	Design and execution of basic structure assembly with lighting, air conditioning and power points within local safety standards, with floor, header and ceiling. With presentation of prior project for approval and Annotation of Technical Responsibility (art).
Practical, stages, cladding, walkways and access ramps.	Modular structure and/or built of distinct types of materials, according to specification to be approved by EMBRATUR.
Tents and awnings	According to specification to be approved by EMBRATUR.
Sidings, gradients and scaffolding	Modular and/or constructed materials to perform closure and isolation of areas, according to specification to be approved by EMBRATUR.
VIP room	Design and execution of modular and/or built structure, suitable for accommodation of authorities, artists and important people, according to specification to be approved by EMBRATUR.
Reception	Design and execution of modular structure and/or built to receive guests, authorities and other people participating in events, according to the specification to be approved by EMBRATUR.

Bleachers	Design and execution of modular structure and/or built for public accommodation, according to specification to be approved by EMBRATUR.
Cones, Ratchets, Easels and Password Dispensers	Various structures and materials for organizing and managing access to venues for events.
Scenography articles	Various articles for the setting of event spaces, in line with different creative projects approved by the contracting party.
Air Conditioning equipment	High energy efficiency equipment, with technical specifications and technological characteristics suitable for temperature adjustment and for different climatic conditions and diverse types of spaces, closed and/or open.
Fire extinguisher	Equipment in sizes and quantities appropriate to the most varied sizes of events, in accordance with the rules and guidelines of the fire department, brigade and/or competent authorities.
Mobile sanitary structures	Chemical bathrooms, standard types, luxury and super luxury, in addition to sanitary structures in containers, to meet the most diverse needs, for various audiences, in small, medium and large events.
Wheelchair	Wheelchair special for people with special needs.
First aid kit	Medicines and basic equipment suitable for emergency care at a medical station.
3. Furniture and accessories for events	
Furniture	Furniture composed of, but not limited to, armchair, sofa, upholstered chair, office chair, cabinets, safes, meeting table, side table, office table, drawing board, flagpole, trash cans of various types and sizes, container, podium, chair back cover, curtains, flower arrangement, decoration objects, among other items to be specified according to the characteristics of the actions demanded.
Flags	Acquisition and/or manufacture of flags according to specification to be approved by EMBRATUR.
Structures for installation of communication parts	Design and execution of modular and/or built structure, for installation and support of stage background, banner, header, plates, bands, totems, and other communication and signaling parts, including, but not limited to, boxtruss, metalon, wooden frame and banner holder.
4. Decoration and event support materials	
Adhesive	According to specification to be approved by EMBRATUR.
Special floor stickers and highlights	According to specification to be approved by EMBRATUR.
Applications/games	According to specification to be approved by EMBRATUR.
Animated presentations in flash or similar	According to specification to be approved by EMBRATUR.
Presentations in Powerpoint or similar	According to specification to be approved by EMBRATUR.
Arrangement of flowers	According to specification to be approved by EMBRATUR.
Arrangement of flowers for plenary	According to specification to be approved by EMBRATUR.
Arrangement of flowers for pulpit	According to specification to be approved by EMBRATUR.
Flower Entrance Arrangement	According to specification to be approved by EMBRATUR.
Back light/front light	According to specification to be approved by EMBRATUR.
Backdrop/Stage Background	According to specification to be approved by EMBRATUR.
Banner	According to specification to be approved by EMBRATUR.
Grille Eyelet Banner	According to specification to be approved by EMBRATUR.
Tablet of Paper	According to specification to be approved by EMBRATUR.
Cap	According to specification to be approved by EMBRATUR.
Botton	According to specification to be approved by EMBRATUR.
T-shirt	According to specification to be approved by EMBRATUR.
Pen	According to specification to be approved by EMBRATUR.
Recycled material pen	According to specification to be approved by EMBRATUR.
NOTEBOOK COVER	According to specification to be approved by EMBRATUR.
Catalog Cover	According to specification to be approved by EMBRATUR.
Poster	According to specification to be approved by EMBRATUR.
Certificate	According to specification to be approved by EMBRATUR.
Invitation	According to specification to be approved by EMBRATUR.
Invitation email marketing	According to specification to be approved by EMBRATUR.
Personalized lanyard for badge	According to specification to be approved by EMBRATUR.
Coated Paper Badge	According to specification to be approved by EMBRATUR.
PVC badge	According to specification to be approved by EMBRATUR.

Diploma	According to specification to be approved by EMBRATUR.
Table Display	According to specification to be approved by EMBRATUR.
Packing	According to specification to be approved by EMBRATUR.
Label	According to specification to be approved by EMBRATUR.
Range	According to specification to be approved by EMBRATUR.
Registration form	According to specification to be approved by EMBRATUR.
Banner	According to specification to be approved by EMBRATUR.
Simple brochure	According to specification to be approved by EMBRATUR.
Elaborated brochure	According to specification to be approved by EMBRATUR.
Technical brochure	According to specification to be approved by EMBRATUR.
Leaflet	According to specification to be approved by EMBRATUR.
Event Shed	According to specification to be approved by EMBRATUR.
Mast for flag	According to specification to be approved by EMBRATUR.
Plate	According to specification to be approved by EMBRATUR.
Banner holder	According to specification to be approved by EMBRATUR.
Poster	According to specification to be approved by EMBRATUR.
Scratch and Scribble	According to specification to be approved by EMBRATUR.
Bag	According to specification to be approved by EMBRATUR.
Stopper	According to specification to be approved by EMBRATUR.
Storyboard	According to specification to be approved by EMBRATUR.
Tablecloth	According to specification to be approved by EMBRATUR.
Totem	According to specification to be approved by EMBRATUR.
Visors	According to specification to be approved by EMBRATUR.

5. Electronic equipment and accessories for events

Amplifier	Amplifier for sound system.
Sound box	Sound box for sound system up to 200 W RMS with tripod.
Closed circuit TV	Internal filming for safety, with cabling, installation, recording and operator.
Computer	Minimum settings: Intel Core i5 or similar processor, 3 GHz speed, HD 500GB, 4GB RAM, CD and DVD player and burner, USB ports and 17-inch LCD monitor.
Remote control with laser pointer	Remote control for changing slides with laser pointer.
Flipchart	With block and 02 (two) atomic brushes.
Photocopying machine	Copier machine - franchise of 3,000 (three thousand) copies per day, with inputs.
Generator 115	Rental, assembly, installation and removal of supersilenced generator set, 115 KVA engine, 60 Hz automatic, microprocessor and transfer board, 75 Db at 1.5 meters, for operation in "continuous" regime, to meet the lighting system, 12 (twelve) hours in operation.
Generator 300	Leasing, assembly, installation and removal of a supersilenced generator set 300/KVA engine, 60 Hz, microprocessor and transfer board, 75 Db at 1.5 meters, for operation in a "continuous" regime, to serve the stage, 12 (twelve) hours in operation.
Generator 86	Rental, assembly, installation and removal of a supersilenced generator set 86 KVA engine, 60 Hz automatic, microprocessor and transfer board, 75 Db at 1.5 meters, for emergency lighting.
Printer	Color Inkjet, with cartridge.
Printer	Color laser, with toner.
Printer	Laser P/B, with toner
Electrical installations	Installation points of sockets, wiring, adapters and other electrical needs.
IP Link	Provision of a minimum Internet IP link of 10 MB full dedicated.
Sound desk 1	Sound/sound equipment for open/closed place: sound table with 16 (sixteen) channels, amplifier with power of at least 200 (two hundred) WRMS; 2 (two) speakers of at least 100 (one hundred) WRMS, with tripod and giraffe pedestal for microphone.
Sound Table 2	Sound/sound equipment for open/closed place: sound table with 24 (twenty-four) channels, amplifier with power of at least 800 (eight hundred) WRMS; 2 (two) speakers of at least 400 (four hundred) WRMS, with tripod and giraffe pedestal for microphone.
Microphone - Wireless Headset	With batteries or battery.
Microphone - wired	With base and wiring
Microphone - Goosneck	With base and wiring
Wireless lapel microphone	With batteries.
Wireless Microphone	With batteries.
Multi-directional microphone	For choir.

Laptop	Minimum settings: Intel Core i5 or similar processor, 2.3 GHz speed, HD 1TB, 8GB RAM, 10/100/1000 Mbps network card, Wi-Fi and Bluetooth connection, CD and DVD player and burner, and USB inputs.
Pedestal	Desk
Pedestal	To the podium/stage.
Laser Pointer	Luminous pointer for use in projection.
4G internet point	4G internet point via remote modem.
Internet point	Broadband internet point - ADSL of at least 60 Mbps, with physical point and Wi-Fi router.
Multimedia projector 5,000	Multimedia projector up to 5,000 (five thousand) ansilumens, 2,000:1 contrast, 1024x768 pixel resolution.
Multimedia projector 10,000	Multimedia projector up to 10,000 (ten thousand) ansilumens, 10,000:1 contrast, 1024x768 pixel resolution.
Radio Communicator - short	Radio communicator (walktalk type or similar) of short frequency, batteries included.
Radio Communicator - long	Radio communicator (Nextel type or similar) without telephone line, with battery and recharger.
Recipients	Ear receptors for simultaneous translation.
Logical network	Internet wired distribution with logical network assembly (per point).
Router	Router type access point, for distribution of wireless internet.
VGA selector	Electronic VGA selector to switch projections.
Server	Minimum settings: 2.8GHz speed Intel Core 2 Duo processor or similar, 320GB HD, 2GB RAM, CD and DVD player and burner, 17-inch USB and lcd display, DHCP server and two directions IP static route.
Projection screen	For reception of the projection.
Teleprompter	Text reproduction equipment for speakers.
LED TV	Minimum 42", minimum resolution 1920 x 1080 pixels- 110 or 220 volts, with support.
Mobile ICU	Mobile emergency service of emergencies and medical emergencies to the participants of the event and eventual displacement of patients to a hospital center, being provided by a mobile ICU, fully equipped, which will be in place for the entire period previously agreed.
Light bulb	Reflector hqi75W.
Light bulb	Reflector hqi150W.
Light Table	Light table 16 (sixteen) channels.
Movinghead	Movinghead 250W.
Reflector par 64	Reflector par 64, with protective screen, focus 01, in aluminum with base for floor and ceiling up to 1,000 (one thousand) watts of power, according to the need of event and environment, gelatin holder, including lamp, cabling and installation and gelatin in 4 (four) colors rough color table.
Reflector par 64	Reflector par 64, focus 02, in aluminum with base for floor and ceiling up to 1,000 (one thousand) watts of power, according to the need of event and environment, gelatin holder, including lamp, cabling and installation and gelatin in 4 (four) colors rough color table.
Reflector Set Light	Reflector lamp spot set light 500 (five hundred) W.
Spot	Spot lamp 30 (thirty) W.
Scenic lighting	Stage lighting with two (2) reflectors 1000w (one thousand) w, four (4) ellipsoidal, four (4) par 64, focus 3 with diffuser, two (2) minibrut of four (4) lamps, one (1) rack and one (1) light table. With a technician with a workload of 10 (ten) hours.
Lighting - Type I	Lighting for medium-sized concert. From 3 (three) to 6 (six) artists
Lighting - type II	Lighting for small shows. Up to 2 (two) artists.
6. Office supplies for events	
Eraser for whiteboard	According to specification to be approved by EMBRATUR.
Stapler	According to specification to be approved by EMBRATUR.
Consumable material kit	Intended for operationalization in the event: 5 (five) white erasers, 10 (ten) ballpoint pens (blue or black), 2 (two) 30cm rulers, 100 (one hundred) clips, 10 (ten) black pencils, 2 (two) staplers, 1 (one) staple box, 1 (one) piercer, 1 (one) clip extractor, 2 (two) stick glues, 1 (one) ream of A4 paper, 2 (two) rolls of masking tape.
A4 Paper or Letter	According to specification to be approved by EMBRATUR.
Elasticated paste	According to specification to be approved by EMBRATUR.
Pen Drive	According to specification to be approved by EMBRATUR.
Marker pen.	According to specification to be approved by EMBRATUR.
Whiteboard Brush	According to specification to be approved by EMBRATUR.
Whiteboard	According to specification to be approved by EMBRATUR.
Blackboard	According to specification to be approved by EMBRATUR.
Paper shredder	According to specification to be approved by EMBRATUR.
1. Human resources for performance in events	
Architect	Professional responsible for preparing projects and monitoring the assembly and disassembly of decoration structures, tents, stages, booths.

General services assistant	Professional to act in activities of transportation, removal, movement and relocation of furniture, booths, tents, equipment, partitions, miscellaneous boxes, packages, consumables, papers, graphic material and other related activities (once hired, he may not perform the same services as the servant and vice versa).
Caretaker for the disabled	Professional who performs monitoring and assistance functions for people with disabilities, including assistance in carrying out personal hygiene and food routines; preventive health care, aid in mobility and social coexistence.
Fire Brigade	Professional specially trained to work in an area previously established in prevention, abandonment by the public and fighting the beginning of fire and who is also able to provide first aid to victims.
Hosting Coordinator	Professional responsible for the organization and control of reservation and reception services, and must lead the team responsible for these actions.
Planning coordinator	Professional responsible for planning, controlling, and evaluating the efficiency of the means used to transport guests and material resources, in a timely manner and with due care.
Plenary coordinator	Professional responsible for the support team in plenary meetings, ensuring the organization of work, intermediation of questions, meeting logistical needs of the meeting and other related needs.
Secretary coordinator	Professional responsible for coordinating the secretaries' team that will act in the registration and initial attendance of the participants of the events.
Security coordinator	Professional responsible for the supervision, guidance, and training of safety teams. It must also analyze safety projects and adopt corrective measures, prepare service schedules, supervise activities, jobs, locations, and risk activities, investigate the causes of occurrences, suggest preventive and corrective measures and coordinate emergency plans.
General services coordinator	Professional responsible for coordinating building maintenance activities and administrative support services to ensure the state of conservation of the physical infrastructure of the facilities and the quality of administrative support services, in addition to the control of work schedules and tasks of general service personnel.
Transport coordinator	Professional responsible for transport planning, driver recruitment and supervision, vehicle fleet control, route preparation and control, fleet supply and maintenance.
General coordinator	Professional responsible for coordinating and guiding all actions to ensure the perfect execution of the event, and must be present on site full time.
Kitchen Maid	Professional responsible for the preparation of coffee, tea or juice, as required, observing the rules of personal hygiene and service, dishwashing and pantry utensils, before and after use, as well as cleaning refrigerators and other appliances, as well as floor and counters of the pantry.
Typewriter	Professional responsible for data entry and transmission, operating printers and microcomputers, recording and transcribing information.
Video Editor	Professional trained to work with professional software and audio and video equipment, being responsible for video editing (image, sound and the insertion of subtitles).
Electrician	Professional responsible for the installation and inspection of electrical appliances and electricity distribution networks, for the correct functioning and repair, when applicable.
Nurse	Professional responsible for collecting information about the patient's health status, through clinical examinations and nursing diagnosis, to establish the conduct to be followed. He is responsible for the hygiene and administration of medicines and dressings. Must have updated registration with the Regional Nursing Council (CRE) and outpatient experience. For actions carried out outside Brazil, advice or similar organization should be sought.
Engineer	Professional with mathematical, technical and scientific knowledge in the creation, improvement and implementation of utilities, such as materials, structures, machines, apparatus, systems or processes. Must have updated registration with the Regional Council of Engineering and Agronomy (CREA). For actions carried out outside Brazil, advice or similar organization should be sought.
Support team	Team for assembly, disassembly, transportation of material and other services.
Media Training Specialist	Professional responsible for training spokespersons, aiming to obtain satisfactory results in interactions with the press.
Stenotypist	Professional responsible for the transcription of testimonies, hearings, debates, and lectures, in writing and digitalized, with the same speed at which it is spoken and, simultaneously, using the stenotype, special keyboard with 24 keys, connected to a computer, with the aid of transcription software.
Film Maker	Professional specialized in capturing images for various uses, through appropriate equipment, such as camcorders and cameras, lenses and filters.
Photographer	Professional responsible for capturing images with the use of photographic cameras and subsequent recording and reproduction on paper and digital media, based on lighting and framing knowledge.
Waiter	Professional responsible for attending event participants, serving food and drinks, as well as for maintaining the organization of the tables.
Guide to guide technical visits	Professional responsible for monitoring and guiding visitors to event venues, and must be well informed about the location, schedule and activities to be developed.
Libras Interpreter (Brazilian Sign Language)	Professional specialized in the communication of the hearing impaired, observing the reference legislation.
Car valet	Professional responsible for driving vehicles from a garage or parking lot, specifying vacancies and filling in identification forms.
First Aider	Professional responsible for performing first aid, choosing the best procedures for the first care through diagnosis. With certification recognized by a competent body.

Courier	Professional for the execution of various tasks, such as the transport of correspondence, documents, objects and values, inside and outside the institutions, in addition to transmitting oral and written messages.
MC/Ringmaster	Professional specialized in conducting formal ceremonies, organizing the protocol, guiding the participants and writing the ceremony script.
Monitor	Professional responsible for monitoring and assisting in conducting the activity, clarifying doubts and preparing the space where the activity will be carried out.
Driver	Professional drivers of motor vehicles with due qualification and professional training to carry out activity in the road transport of passengers or in the road transport of cargo.
Audiovisual Equipment Operator	Professional responsible for the installation, operation and maintenance of audio and video multimedia equipment, such as televisions, projectors, overhead projectors, notebooks, CD, DVD and blue-ray players, among others.
Stage Lighting	Professional responsible for the preparation and creation of light project (light map) for events.
Light operator	Professional responsible for the operation of the light table and execution of the light project done by the illuminator.
Photocopier machine operator	Professional responsible for the operation of copying machines, supplying them with the necessary material, regulating them and putting them into operation, to reproduce drawings, tables, documents and other forms.
Sound operator	Professional responsible for the configuration, operation and monitoring of sound and recording systems, as well as editing, mixing, mastering and restoration of sound records of discs, tapes, video, movies etc. It is also responsible for the creation of sound and recording system projects, preparation, installation and uninstallation of audio equipment and accessories.
Cultural Producer	Professional responsible for the creation, execution and administration of cultural projects and products, including the creation, organization and direction of artistic projects and products such as dance shows, theater, presentations, cultural and educational projects, productions for cinema and television, festivals of culture, music, dance, artistic shows, events and exhibitions.
Local Event Producer	Professional specialized in organization, planning, guidance and monitoring of all phases of the event of any kind. It is up to the producer to manage all the necessary services for each event, such as lighting, sound, security, accommodation, food, as well as to comply with the schedule and solve any last-minute problems.
Telemarketing operator	Professional with experience in making contacts with people, through telephone call, to offer service, product or promotion, solve problems or solve doubts.
Receptionist	Professional specialist in visitor or customer reception, responsible for guiding and controlling the entry of people at an event.
Bilingual receptionist	Professional specialist in visitor or customer reception, responsible for guiding and controlling the entry of people into an event, with command of the English language and a second language, which may be French or Spanish.
Text Reviewer	Professional with professional training in Social Communication or Foreign Languages, with a diploma recognized by the MEC, for the development of activities of analysis, revision and grammatical and style adaptation of the texts related to the event, in Portuguese or foreign languages.
Secretary	Professional with experience and resourcefulness in secretarial and acting in events, with mastery of the Portuguese language.
Bilingual secretary	Professional with experience and resourcefulness in secretarial and performance in events, with command of the English language and a second language, which may be French or Spanish.
Daytime security guard	Professional prepared for the exercise of security activity in various establishments, for daytime work.
Night security guard	Professional prepared for the exercise of security activity in various establishments, for night work.
Janitor	Professional responsible for cleaning and conserving the internal and external areas of the event, including: cleaning the floor, furniture, appliances and equipment; cleaning and disinfecting toilets, washing basins, seats and sinks, changing garbage bags, as well as replacing consumables.
Computer technician	Professional responsible for the creation and installation of a specific link hosted on the Contracting party's website, for disclosure of event information, registration of participants, issuance of reports and other documents.
Lighting technician	Experienced professional with knowledge about lighting environments, basic electricity and notions of development of lighting projects in indoor and outdoor environments.
Computer technician	Professional able to perform system configurations, equipment installation and verification and correction of computer programming failures.

8. Transportation

Micro bus, bus, van, utility vehicle, car (with or without armor), aircraft, helicopters, vessels and transfers	Provision of various vehicles, by land, water and/or air, in simple, executive and luxury modalities, with capacity for a varied number of passengers, according to the characteristics and needs of the promotional action.
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9. Food & Beverage for Events

Mineral water	Supply of mineral water in individual bottles of 500 ml, crystal glasses and trays for management tables and support rooms during the event.
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Carbonated mineral water	Supply of carbonated mineral water, in individual bottles of 500 ml, crystal glasses and trays for management tables and support rooms during the event.
Drinking fountain	Installation and maintenance of water fountains, refrigerators type, with bottles of mineral water of 20 (twenty) liters, disposable cups and trash can, for the period of the event.
Coffee	Supply of coffee in thermal bottles with cups of crockery, spoons, sugar, sweetener, tray for tables and support room during the event.
Brunch (type 1)	Coffee, tea, milk, chocolate, water, 02 (two) types of fruit juice, 02 (two) types of soda (01 dietary), varied cold cuts board, varied bread basket, 03 (three) types of pâtés, varied fruits, 02 (two) types of cake, 03 (three) types of pie.
Brunch (type 2)	Coffee, tea, milk, chocolate, water, 02 (two) types of fruit juice, 02 (two) types of soda (01 dietary), fruit cocktail, various crepes, 03 (three) types of pies, 03 (three) types of cake, varied cold cuts, varied bread basket, quiches, sausage.
Coffee break (type 1)	Coffee, tea, water, cheese bread and/or fine biscuits (salty and sweet).
Coffee break (type 2)	Coffee, water, tea, 01 (one) type of juice, 02 (two) types of soda (01 dietary), 02 types of fine biscuits, mini assorted sandwiches and/or snacks.
Coffee break (type 3)	Coffee, water, 02 (two) types of juice, 02 (two) types of soda (01 dietary), 03 (three) types of fine biscuits, subway bread, varied bread basket, toast, 03 types of pâté, 02 (two) types of cake, 01 (one) type of salty, varied fruits.
Lunch (type 1)	Buffet Service, with a varied menu, containing at least: a) 2 (two) types of meat (white and red); b) 2 (two) types of starch; c) 3 (three) types of salad (vegetables); d) standard dessert menu: fruits, candy buffet (pies, jams and mousses); e) standard menu of drinks: 2 (two) types of natural juice, diet and normal soda and mineral water (with and without gas) in a glass.
Lunch (type 2)	French service, varied menu, containing starter, at least 2 (two) types of meat (white and red meat), 2 (two) types of starch, salad, water and soda or fruit juice and dessert. Include vegetarian option, when requested by EMBRATUR.
Dinner (type 1)	Buffet Service, with a varied menu, containing at least: a) 2(two) types of meat (white and red); b) 2 (two) types of starch; c) 3(three) types of salad (vegetables); d) standard dessert menu: fruits, candy buffet (pies, jams and mousses); e) standard menu of drinks: two types of natural juice, diet and normal soda and mineral water (with and without gas) in a glass. Include vegetarian option, when requested by EMBRATUR.
Dinner (type 2)	French service, varied menu, containing at least 2 (two) types of meat (white and red meat), 2 (two) types of starch, salad, water and soda or fruit juice and dessert.
Cocktail Service	Standard menu: at least 10 (ten) types of items previously approved by the Contracting Party, accompanied by national red wine "reserve", premium national sparkling wine, non-alcoholic fruit cocktail, 2 (two) types of fruit juices, ice, 3 (three) types of soda (traditional and diet) and mineral water (sparkling and still) in glass. The cocktail should be served with steering wheel service, the waiters should wear a gown with gloves and with service material with quality compatible with the event.

10. When necessary to contract physical space, the Contractor shall indicate the location of the action, according to the characteristics determined by the Contracting Party, upon presentation of at least three (3) contracting options.
11. The Contracting Party is allowed to indicate other facilities, provided that it is proven to be a value compatible with the market.
12. The contracting of structures and furniture must include the assembly and installation services, to be supervised by the Contractor.
13. In the case of assembly of stands, basic stands, structures and electrical installations, the Contractor shall submit the respective ART (Annotation of Technical Responsibility) registered with CREA (Regional Council of Engineering and Agronomy), of the professional legally qualified as technician responsible for the execution of the services. For actions carried out outside Brazil, advice or similar organization should be sought.
14. The equipment must be delivered, installed and tested at least 12 (twelve) hours in advance of the start of the action.
15. All inputs (paper, tonner, extension, battery and others) necessary for the operation of the equipment and the provision of services must be supplied by the Contractor and considered in the cost proposal.
16. All electrical devices must be capable of adapting voltage (bivolt) or be accompanied by voltage adapters.
17. All computer equipment must operate with the main operating systems, namely: *Windows*, *MacOS* and *Free Software* solutions.
18. All items must consider daily compensation, including expenses with uniform, transportation, food for professionals and any service fees.
19. In the case of security, it will be necessary to present nothing contained in the Civil Police or local competent authority.
20. The Contractor shall submit at least 3 (three) proposals for uniforms, appropriate to the size and nature of the action, considering the Contracting party's profile, with the specifications of the fabrics and materials, colors and other elements that constitute it, for approval.
21. For the journey of simultaneous and consecutive interpreters of foreign languages and Libras, reference values provided by the National Union of Translators – SINTRA or, in the case of actions outside Brazil, of a locally recognized institution should be considered, in addition to considering the correct number of professionals, according to the workload provided for by the rules that regulate the activities.

22. For the hiring of human resources, the Contractor shall submit the name and curriculum of the professionals prior to the execution of the service, for analysis and approval by the Contracting party.
23. The Contractor shall provide all complementary items so that food and beverages are served properly, in the quantity appropriate to the service requested.
24. Food and beverages must be perfectly harmonized and be served with material – dishes, glasses, cups, towels, furniture – of quality, previously approved by the Contracting party.
25. All inputs and materials complementary to the food and beverage service must be supplied by the Contractor and considered in the cost proposal.
26. The Contractor shall submit at least 3 (three) menu options for prior authorization of the Contracting Party, signed by a representative of a buffet company of recognized capacity, for the appreciation and choice of the Contracting party.
27. Vehicles with a maximum of 2 (two) years of manufacture and drivers uniformed according to the profile of the action will be required.
28. In the case of transfers, the Contractor shall be responsible for receiving and accompanying the participant or speaker to the vehicle that will make the transfer.
29. The provision of specialized services must consider all linked expenses, such as transportation and food for professionals.
30. When necessary to hire a typical show, musical ensemble, artists, singers and musicians, the Contractor shall present at least three (3) hiring options, as defined by the Contracting party.

ANNEX III OF THE CONTRACT - PERFORMANCE EVALUATION INSTRUMENT

This document presents criteria for evaluating the quality of services, identifying indicators, goals, calculation mechanisms, monitoring method and payment adjustments for eventual failure to meet the established goals.

Compliance with contractual obligations	
Item	Description
Purpose	Ensure the quality of EMBRATUR's Corporate Communication
Goal to be fulfilled	Contractual obligations fulfilled
Measurement instruments	Direct assessment of the Inspector through written notification.
Follow-up Form	Analysis of deliverables
Periodicity	Through Service Order
Calculation Mechanism	Sum of the percentages relative to the grades of Penalties notified (Table 1).
Start of Duration	Execution Date of the Contract;
Sanctions	a) Discount on invoice according to the sum of the percentages related to the degrees of the penalties notified by service order, up to the limit of 50%. b) The recurrence of the discount in the percentage of 50% of the value of the product in the period 06 (six) months of the contract will imply its termination, without prejudice to other penalties provided for in the Notice, in the Contract and in the legislation.
Comments	The notification must include the item number of the evaluation indicator violated (Table 02) and the signature of the company's supervisor.

Table 01	
Degree of Infringement	Percentage of discount application

1	0.2% of the value of the "Product"
2	0.4% on the value of the "Product"
3	0.8% of the value of the "Product"
4	1.6% on the value of the "Product"
5	3.2% of the value of the "Product"

Table 2			
Item	Description	Grade	Incidence
1.	Not to perform the contracted services, with its own resources, and/or supervise subcontracted services, related to the object of this contract, upon demand of the Contracting party.	5	Per occurrence.
2.	Do not use, in the preparation of the services object of this contract, the professionals indicated in the Technical Proposal of the competition that gave rise to this instrument, for the purpose of proving the Service Capacity.	2	Per occurrence.
3.	Replace the professionals involved in the contractual execution without the knowledge and consent of the Contracting party.	4	Per occurrence.
4.	Do not make efforts to obtain the best conditions in commercial negotiations with suppliers of goods and specialized services and vehicles for dissemination or not transfer to the Contracting Party all the advantages obtained.	5	Per occurrence.
5.	Failure to strictly observe the specifications stipulated by the Contracting Party in the supply of products and services related to the object of this contract.	5	Per occurrence.
6.	Exercise quality control in the execution of the services provided, based on the parameters determined by EMBRATUR.	4	Per occurrence.
7.	Do not act with attention and responsibility in the preparation of cost estimate of the products and services object of this contract.	4	Per occurrence.
8.	Failure to comply with the conditions established in this contract for the supply of goods and specialized services to the Contracting party.	3	Per occurrence.
9.	Failure to observe the deadlines established by the Contracting Party in the conduct of the services object of this contract.	5	Per occurrence.
10.	Not observing the quality of the material made (spelling errors , not making available the materials/contents mentioned, graphics that are difficult to understand).	5	Per occurrence.
11.	Causing losses and damages to the Contracting Party due to its delay, omission or error, in the conduct of the services object of this contract.	5	Per occurrence.
12.	Do not immediately act in case of changes, rejections, cancellations, or interruptions of one or more services, upon communication from the Contracting party.	4	Per occurrence.
13.	Override the incentive plans to the interests of the Contracting Party, neglecting vehicles that do not grant them or prioritizing those that offer them.	3	Per occurrence.
14.	Do not submit to the Contracting Party, for authorization of the communication plan of each action, a list of the means, squares and vehicles from which it will be possible and from which it is impossible to obtain the placement check report, by an independent company.	2	Per occurrence.
15.	Price quotation for the supply of goods or specialized services to suppliers in which the same partner or shareholder participates in more than one supplier in the same quotation procedure; and that any manager or employee of the Contractor has a shareholding or commercial or kinship relationship up to the third degree.	5	Per occurrence.
16.	Do not ensure the unrestricted and total confidentiality of any data provided to it as a result of the contractual execution, especially regarding the Contracting party's performance strategy.	5	Per occurrence.

17.	Disclose information about the provision of the services object of this contract, even if accidentally, without the prior and express authorization of the Contracting party.	5	Per occurrence.
18.	Refuse to reimburse the Contracting Party for any damage or loss arising from any breach of confidentiality of the information provided.	5	Per occurrence.
19.	Failure to provide due clarification to the Contracting Party about any disgraceful acts or facts reported involving the Contractor.	4	Per occurrence.
20.	Failure to comply with all laws and positions, federal, state and municipal pertinent to the object of this contract.	3	Per occurrence.
21.	Do not maintain during the execution of this contract all the conditions of qualification and qualification, required in the competition that gave rise to this instrument.	3	Per occurrence.
22.	Generate losses and infractions to the Contracting Party in the provision of the services object of this contract.	5	Per occurrence.
23.	Do not properly pay taxes and fees that are due as a result of the object of this contract, as well as contributions due to Social Security, labor charges, insurance premiums and occupational accidents, charges that may be created and required by the Government and other expenses that may be necessary to fulfill the agreed object.	3	Per occurrence.
24.	Adopt, in the execution of the services, good practices of environmental sustainability, resource optimization, waste reduction and pollution reduction.	2	Per occurrence.
25.	Do not control, on a daily basis, the attendance and punctuality of its personnel, per employee and per day.	1	Per occurrence.

ANNEX IV OF THE CONTRACT - TERM OF COMMITMENT

1. I, _____, identity no. _____ issued by _____, CPF no. _____, employee of _____, I agree to take all precautions to ensure the confidentiality, integrity and non-availability of any confidential information, whether internal or external, that has been entrusted to me by Embratur.

2. In this way, I assume, in person, irrevocably and irreversibly, the obligation not to disclose, reproduce, pass on, expose or disclose, under any means, pretext, foundation or justification, the information to which for any reason I have access, as well as to maintain the confidentiality of such information that may be known to me during the entire time that I am acting on behalf of _____, remaining in force from the date of disclosure of the confidential information until 15 (fifteen) years after the termination of the contract, to which it is bound, undertaking to comply with and respect all conditions relating to confidentiality, which I declare to be fully known to me.

3. At the end of my employment or contract, I agree to keep confidential all confidential information to which I had access during the performance of my duties. I understand that I am not authorized to use this information for private purposes. Likewise I am not at liberty to pass this information on to third parties without the express written consent of the information officer.

4. I further declare that I am aware that in the event of a violation of the confidentiality to which I hereby undertake to maintain on everything that may be known to me during the exercise of my activities, I will be subject to the effects of a criminal, civil and administrative order against its transgressors, assuming the respective responsibilities until the period of twenty years after the termination of the employment contract.



Documento assinado eletronicamente por **Gilson Machado Guimarães Neto, Presidente**, em 28/12/2022, às 18:02, conforme horário oficial de Brasília, com fundamento no art. 6º, § 1º, do [Decreto nº 8.539, de 8 de outubro de 2015](#).



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ANEXOS AO EDITAL

[Incluir o texto de cada anexo que precisar constar diretamente no teor do Edital]