



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

SELECTION PROCEDURE

DIRECT CONTRACT by SIMPLIFIED PROCEDURE	N° 168 Period: 2022
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SUBMISSION OF OFFERS

<p>Objective of the Contract: Argentina Delivers is looking for a digital marketing company to design its SEO strategy and build a strategic partnership for its positioning in the U.S. B2B marketplace. Argentina Delivers a public-private initiative that aims to promote Argentina's technological service offering in the U.S. market and needs to enhance its competitive digital footprint by creating original and strategic digital content that tailors Argentina's offering and the U.S. buyer's journey.</p>

File N° 203/2022

Location/Address	Timeline and Schedule
1600 New Hampshire Avenue, N.W., Washington D.C. 20009 - USA	Monday through Friday from 9 am to 5 pm Until December 8, 2022 at 10:00 am

IMPORTANT: OFFERS THAT ARE RECEIVED AFTER THE DESIGNATED DATE AND TIME WILL NOT BE CONSIDERED, REGARDLESS OF THE REASON FOR DELAY.

OPENING OF OFFERS

Location/Address	Date and Time
1600 New Hampshire Avenue, N.W., Washington D.C. 20009 - USA	December 8, 2022 at 10:30 am



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

I-SPECIAL CONDITIONS
DIRECT CONTRACT BY SIMPLIFIED PROCEDURE

1. PURPOSE OF THE CONTRACT

Argentina Delivers is looking for a digital marketing company to design its SEO strategy and build a strategic partnership for its positioning in the U.S. B2B marketplace. Argentina Delivers a public-private initiative that aims to promote Argentina's technological service offering in the U.S. market and needs to enhance its competitive digital footprint by creating original and strategic digital content that tailors Argentina's offering and the U.S. buyer's journey.

2 – FORMAT FOR SUBMISSION OF OFFERS

Bids may be submitted:

- (a) Personally in a sealed envelope at the Administration Office, 1600 New Hampshire Avenue, NW, Washington, DC, 20009, on weekdays from 9 am to 5 pm until December 8, 2022 by 10:00am.
- (b) Or by e-mail to administracion@embassyofargentina.us until December 8, 2022 by 10:00am. The offer (envelope/e-mail) must be identified with the following:



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

NAME OF THE REPRESENTATION: EMBASSY OF THE ARGENTINE REPUBLIC

Direct Contract by Simplified Procedure N° 89/2022

OBJECT: “Argentina Delivers is looking for a digital marketing company to design its SEO strategy and build a strategic partnership for its positioning in the U.S. B2B marketplace. Argentina Delivers a public-private initiative that aims to promote Argentina's technological service offering in the U.S. market and needs to enhance its competitive digital footprint by creating original and strategic digital content that tailors Argentina's offering and the U.S. buyer's journey.”.

Place, date and time for opening biddings: Embassy of Argentina, Administration Office, 1600 New Hampshire Avenue, NW, Washington DC, 20009, December 8, 2022 at 10:30 am.

Place, date and time limit for submission of biddings: Embassy of Argentina, Administration Office, 1600 New Hampshire Avenue, NW, Washington DC, 2009, until December 8, 2022 at 10:00am.

NAME OF BIDDER :.....

ADDRESS:.....
.....

PHONE:.....

EMAIL:.....

FAX:.....



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

3 – CONTENTS OF THE "SINGLE ENVELOPE"

The amendments, erasures or spacing, if any, must be properly saved by the signer of the bid.

The offer must be signed, on each and every one of its pages by the offeror or his/her legal representative. The offer must contain the following information:

3. 1) Name and surname or company name, address, telephone, fax and email.
- 3.2) Legal address to be notified.
3. 3) Description of the offer: must include details of the object or service offered. For this purpose, you can complement it with brochures and instructions.
3. 4) If applicable, you must indicate brand / model and other information related to the offer made, and if the items are new and unused.

(3.5) Quote form duly completed and signed in accordance with point 4 of the present conditions.

4 – PROVISION OF ESTIMATES

The quote must be carried out respecting the quantities and measurement units requested in the quotation form. You must indicate the unit price and the total price, and it must be signed by the bidder or his/her legal representative.

The total price involved in the quote will be the final price that our Embassy will pay in every respect, including taxes and shipping charges if any.

In the event that the total amount quoted for each item is not consistent with the unit price, we will take the latter as a quoted price. Any other error in the amount quoted, which was denounced by the offeror or detected by the contracting body prior to the award, will result in the rejection of the offer in the relevant areas.

5 – VALIDITY OF OFFER

The offer shall be valid for a period of thirty (30) calendar days starting from the date of the bid opening.

6 –OPENING OF OFFERS

At the indicated date and time, we will proceed to open the tenders, in public, in the presence of officials designated for this purpose and of all those who wish to witness it. We will issue the corresponding Act, which must be executed by the corresponding officials and providers and any interested member who wish to do so.



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

7 – OFFER ANALYSIS

During the evaluation of the bids we may request bidders to correct errors or omissions contained in their proposals. The correction of such errors or omissions cannot be used by the offeror to alter the substance of the offer, to improve it or to take advantage over other bidders.

In the case of the offerer’s non-compliance with the request within the corresponding time limit, the offer will be rejected.

8. IRREVERSABLE GROUNDS FOR CANCELLATION

The offer will be canceled in any of the following cases:

- (a) if it is not written in a language indicated in the specifications.
- (b) if the offer does not have the signature of the offeror or his/her legal representative on any of its pages.
- (c) if it has deletions, erasure, amendments or interlines without having it been saved on pages containing the financial proposal, the description of the goods or services offered, delivery time, or somewhere else that holds the essence of the contract.
- (d) if the offer is not honored by the deadline date indicated in the contract.
- (e) if it is written in pencil or in a medium which allows it to be deleted or rewritten without a trace.
- (f) if it is presented by persons who have been sanctioned or have an existing suspension or disqualification to contract with the Argentine Government at the time of the opening of the bids or at the time of their evaluation or award.
- (g) if it is presented by persons legally or naturally unable to contract with the Argentine Government at the time of the opening of tenders, in their evaluation stages or at their award.
- (i) if it contains conditions.
- (j) if it contains clauses in contrast with the norms that govern the hiring or which would prevent the accurate comparison with other bids.
- (k) if it contains essential errors or errors by omission.
- (l) if the quoted price deserves the qualification of vile or not serious.
- (m) if the offerers bid is ineligible.
- (n) if the same offeror submitted more than one offer alone or as a member of a group, association or legal person. This prohibition will not be set up in the case of the submission of tenders with discounts, alternatives or variants.
- o) in case it is necessary to present samples, if these are not presented within the time specifications stated in the contract.

9 - AWARD

The award will be made in favour of the lowest offer resulting from complying with all the requirements of the present contract.

The successful bidder and the rest of the offerer’s will be notified of the award within three (3) business days of the award ceremony, by one of the following means; either:



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

- (a) by direct access to the offeror or his/her legal representative;
- (b) by the presence of the interested party or his/her legal representative, who is aware of the respective act.
- (c) by certified letter or other means that allows to accredit their proper notification;
- (d) by fax;
- (e) by electronic mail.

10 - PLACE OF DELIVERY

ARGENTINE EMBASSY- 1600 New Hampshire Ave NW, Washington DC 20009

11 – PERFORMANCE PERIOD

The service or goods must be presented at the Argentine Embassy, 1600 New Hampshire Ave., NW Washington DC 20009, or where the Administration Office thinks it's appropriate.

The contract partners will receive a confirmation receipt and a notification within 5 (five) working days upon verification of the compliance with the conditions laid down in the contract.

The Administration Office reserves the right to carry out checks and technical tests deemed appropriate and convenient.

In the event of the rejection of any of the items delivered, for the purpose of applying penalties stipulated in item 14 of the present contract, a delivery date shall be considered in compliance with the reception of the new alternative as long as it is in accordance with the contract.

12. FORM OF PAYMENT AND PLACE TO SUBMIT INVOICES

The payment will be made on completion within 30 (thirty) calendar days, starting from the presentation of the invoice, and after signing the corresponding Purchase Order.

The invoice will be submitted after granting their acceptance at the Argentine Embassy, Administration Office, 1600 New Hampshire Avenue, NW, Washington, DC, 20009.

13. WARRANTY OF GOODS

The service or goods should be of top quality according to local standards.

14 - PENALTIES

Failure to comply with the time limits set out in Point 9 of the present contract, the successful bidder will be liable of a fine of zero comma five percent (0.5%) of the value previously stated out of term for every ten (10) business days of delay or a fraction greater than five (5) business days.

15 – CONTRACT CANCELLATION

If the bidder does not comply with the contract before the deadline, or if the goods have not been delivered by the deadline, the administration must declare the contract terminated without judicial or extra judicial questioning, except in those cases where the Embassy of Argentina accepts the service agreement after the deadline.



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

16 - LIABILITY

The contractor shall comply with the legal rules applicable to the activity of the contract and shall be responsible for all claims extrajudicial and judicial, including the costs and expenses arising from the acts and omissions of its personnel or subcontractors or others who were responsible for fulfilling any of the terms and conditions of this contract.



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

TECHNICAL SPECIFICATIONS

Terms of reference (*):

- Create a SEO benchmark report, analyzing the website as it stands and outline the strategies and recommendations to move forward.
- Keywords Research.
- Website ranking analysis.
- Identify offsite-onsite issues and opportunities.
- Competitor analysis.
- Lay the foundation for ongoing Content Strategy and Planning.
- SEO tag writing and SEO strategy plan.
- Keyword map- title tag. Meta description. Tag Header. Tag and Alt Optimization.
- Additional Title tag. Meta description, Tag Header and Alt Tag Optimization.
- URL optimization.
- Errors mapping and corrections.
- Web Site Analytics Setup and goal tracking setup.
- Link building (citations, guest blog posting, content marketing).
- Blog article writing.
- New content optimization recommendations.
- Mobile usability considerations.
- Comprehensive reporting on clients. Approved KPIs.

(*) The terms of reference are written in English because Argentina Delivers content is the U.S. market. The company that provides the service is expected to be English fluent.



EMBASSY OF ARGENTINA IN
THE UNITED STATES OF AMERICA

QUOTE FORM
DIRECT CONTRACTING BY SIMPLIFIED PROCESS N° 168/2022

The undersigned,

..... Document (*Type and No.*)

..... on behalf of and representing the

..... Company, legal address at

..... Street, N°....., Floor, Apartment.....

City....., State....., Country.....

Telephone Fax..... E-mail..... duly authorized to act on its behalf, after becoming familiar with the specific and technical conditions that govern this proposal, hereby quote the following prices:

ITEM	DESCRIPTION	QUANT.	PRICE
1	Argentina Delivers is looking for a digital marketing company to design its SEO strategy and build a strategic partnership for its positioning in the U.S. B2B marketplace. Argentina Delivers a public-private initiative that aims to promote Argentina's technological service offering in the U.S. market and needs to enhance its competitive digital footprint by creating original and strategic digital content that tailors Argentina's offering and the U.S. buyer's journey.	1	

This price includes all taxes, social benefits, and is quoted in US Dollars.

Write down the total amount of the offer in LETTERS AND NUMBERS.

.....
.....

Washington D.C, USA,, 2022 (*date*)

.....
Signature and name of the Offeror
or Legal Representative