



Ministero degli Affari Esteri e della Cooperazione Internazionale
AMBASCIATA D'ITALIA A HANOI

PUBLIC NOTICE

Expression of Interest for the Sponsorship of the “Casa Italia” Project and the Use of a Designated Space within Casa Italia

Article 1 – Purpose of the Notice

The Embassy of Italy in Hanoi, within the framework of its institutional activities aimed at promoting the Italian System and strengthening economic, commercial and cultural relations between Italy and Vietnam, invites expressions of interest from entities interested in sponsoring the “Casa Italia” Project and using the designated space within the premises of Casa Italia, located at 18 Le Phung Hieu, Hoan Kiem, Hanoi.

“Casa Italia” is a venue dedicated to the promotion of Italy and Italian excellence and to the development of economic, commercial and cultural relations between Italy and Vietnam.

This Notice concerns one specific space only, consisting of the dependance annex building highlighted in yellow the floor plan attached to this Notice as Annex 1, which forms an integral part thereof (hereinafter referred to as the “Space”).

The Space may be used for the presentation and promotion of the Sponsor's corporate identity, activities, products and services, consistently with the institutional purposes of the “Casa Italia” Project and subject to the terms and conditions of the relevant Sponsorship Agreement.

Article 2 – Duration

The Sponsorship Agreement entered into following this procedure shall be valid from 1 October 2026 to 31 July 2028, the latter being the current expiry date of the Lease Agreement concerning the Casa Italia premises.

The validity and effectiveness of the Sponsorship Agreement shall in any event be conditional upon the Embassy retaining legal availability of the premises.

Should the Embassy cease to have legal availability of the Casa Italia premises before 31 July 2028, the Sponsorship Agreement shall terminate accordingly, subject to the terms and conditions set out therein.

The conclusion of the Sponsorship Agreement shall not confer upon the Sponsor any right to renewal or continuation of the contractual relationship beyond 31 July 2028.

Article 3 – Eligible Applicants

Expressions of interest may be submitted by companies, entities, associations and other public or private organizations, whether Italian or foreign, whose activities are compatible with the institutional purposes of the Embassy and the “Casa Italia” Project.

Proposals that may give rise to conflicts of interest, are incompatible with the institutional activities of the Embassy, or may adversely affect the image or interests of Italy, the Embassy or the “Casa Italia” Project will not be considered.

Article 4 – Sponsorship Contribution and Use of the Space

The sponsorship contribution for the entire contractual period from **1 October 2026 to 31 July 2028** is set at:

VND 1,310,400,000 (One billion three hundred ten million four hundred thousand Vietnamese Dong).

The total sponsorship contribution shall be paid in two instalments, calculated on the basis of the duration of the respective contractual periods, as follows:

- a) First instalment: VND 714,763,636, relating to the period from 1 October 2026 to 30 September 2027, to be paid within 30 (thirty) business days from the date of signature of the Sponsorship Agreement and receipt of the relevant payment request from the Embassy;
- b) Second instalment: VND 595,636,364, relating to the period from 1 October 2027 to 31 July 2028, to be paid within 30 (thirty) business days from 1 October 2027 and receipt of the relevant payment request from the Embassy.

The sponsorship contribution includes the availability and use of the Space for the entire contractual period and the ordinary services and costs associated with the premises, as further specified in the Sponsorship Agreement.

In particular, the contribution includes ordinary costs relating to security, cleaning, routine maintenance of common areas and systems, as well as ordinary water and electricity consumption.

Any additional costs directly resulting from specific events or activities organized by the Sponsor may be charged to the Sponsor, subject to prior communication and agreement on the relevant costs or calculation method.

The Space shall be used exclusively for the purposes set out in the Sponsorship Agreement.

The Sponsor may set up and equip the Space for the presentation and promotion of its corporate identity, activities, products and services. Any set-up and the display of trademarks, logos, promotional materials or other identifying elements shall be subject to the Embassy's prior approval.

Direct sales or other commercial transactions within the Space shall not be permitted unless expressly authorized in advance by the Embassy and permitted under the applicable rules.

Article 5 – Submission of Expressions of Interest

Interested parties shall submit their expression of interest no later than 30 September 2026 by e-mail to amministrativo.hanoi@esteri.it.

The expression of interest shall include:

- the applicant's name, registered office and identification details;
- the name and position of its legal representative;
- contact details of the person responsible for the application;
- express acceptance of the annual sponsorship contribution indicated in Article 4;
- a brief description of the applicant's activities and of the proposed use and set-up of the Space;
- a declaration confirming the absence of conflicts of interest or other circumstances incompatible with the conclusion of the Sponsorship Agreement.

The Embassy reserves the right to request any additional documentation or information necessary for the assessment of the expression of interest.

Article 6 – Assessment of Expressions of Interest

The Embassy shall review the expressions of interest received and assess their compatibility with the institutional purposes of the “Casa Italia” Project and with the conditions set out in this Notice.

Where only one suitable expression of interest is received within the deadline, the Embassy may proceed with the conclusion of the Sponsorship Agreement with the applicant concerned.

Where more than one suitable expression of interest is received, the Embassy shall carry out a comparative assessment, taking into particular consideration:

- the consistency of the applicant's activities with the purposes and institutional character of the “Casa Italia” Project;
- the quality and relevance of the proposed use and promotional set-up of the Space;
- the contribution of the proposal to the promotion of the Italian System and to the development of economic, commercial and cultural relations between Italy and Vietnam;
- any improved financial offer compared with the sponsorship contribution specified in Article 4.

The Embassy may request clarifications or additional information from applicants and, where appropriate, negotiate the terms of the Sponsorship Agreement in accordance with the principles of impartiality and equal treatment.

Article 7 – Sponsorship Agreement

The use of the Space shall be formalized through the conclusion of a specific Sponsorship Agreement between the Embassy of Italy in Hanoi and the selected applicant.

The Sponsorship Agreement shall regulate, inter alia:

- the use and permitted set-up of the Space;
- the duration of the contractual relationship;
- the sponsorship contribution and payment arrangements;
- the services and ordinary costs included in the contribution;
- the respective obligations of the Parties;
- the arrangements for any activities or events organized by the Sponsor;
- the conditions governing the display of the Sponsor's trademarks, logos and other identifying elements;
- the grounds and consequences of early termination.

The Sponsorship Agreement shall also include the clauses required under the rules applicable to contracts entered into by Italian diplomatic missions abroad.

Article 8 – Reservation of Rights by the Embassy

This Notice is intended solely for the purpose of obtaining expressions of interest and does not constitute a public offer or create any obligation on the part of the Embassy to enter into a Sponsorship Agreement.

The Embassy reserves the right, for duly justified institutional or public-interest reasons, or for reasons connected with Italy's foreign policy or international relations, not to proceed with the conclusion of the Sponsorship Agreement and to amend, suspend or withdraw this procedure, without applicants being entitled to claim any right or compensation arising from their participation.

Article 9 – Publication and Requests for Clarification

This Notice, together with Annex 1 identifying the Space covered by the procedure, shall be published on the institutional website of the Embassy of Italy in Hanoi.

Any request for clarification concerning this Notice may be addressed to the Embassy at amministrativo.hanoi@esteri.it.

Hanoi, 26/08/2026

The Head of Mission
Marco della Seta

ANNEX 1 – IDENTIFICATION OF THE SPACE

The Space covered by this Public Notice consists of the annex building highlighted in yellow represented in the floor plan below. The floor plan is provided for the purpose of identifying the Space subject to the sponsorship procedure. No other area of the Casa Italia premises is included in this procedure.

