



Associação Portuguesa dos Industriais de Calçado,  
Componentes e Artigos de Pele e seus Sucedâneos

PROCEDURE FOR THE REGULATION OF THE REQUEST AND SUBSEQUENT  
QUALIFICATION UNDER APICCAPS QUALIFIED SUPPLIERS SYSTEM  
[AÇÕES DE VALORIZAÇÃO DO CLUSTER DO CALÇADO E MODA]

**QUALIFICATION OF SERVICE SUPPLIERS UNDER THE INITIATIVE *AÇÕES DE VALORIZAÇÃO DA OFERTA* (Communication consultancy; Catalogs; Websites and online stores; Photo sessions and multimedia content; Communication plans; Digital marketing, social media and email marketing campaigns digital; Brand design (positioning and concept); Registration of brands and models; Provision of support services for companies going digital; management systems and integration services; becoming part of online sales and communications platforms. FOR THE FOOTWEAR AND FASHION CLUSTER PROMOTED BY APICCAPS IN 2019 AND 2020**

## **I- QUALIFICATION PROCEDURES**

1. The entity responsible for these procedures is APICCAPS - Portuguese Footwear, Components and Leather Goods Manufacturers' Association, based at Rua Alves Redol 372, 4050-042 Porto, with telephone number +351 225 074 150, and email address [apiccaps@mail.telepac.pt](mailto:apiccaps@mail.telepac.pt).
2. The Qualified Suppliers System (QSS) is an open procedure aiming to select a set of market operators in certain types of goods and services, which will join a pool of qualified suppliers once selected. APICCAPS, or their members, may use the pool to proceed with the acquisition of goods or services necessary for the implementation of financial incentive programs subsidized by national and / or EU funds, which may be accomplished through public invitation or by request for membership of the supplier.
3. This procedure addresses the qualification of suppliers in the categories listed below:

**Type 1: Communication Consultancy**Description:

Hiring specialized advisory services for communication related to fashion. This connection with advisory global communication companies will allow Portuguese products to be highlighted in specialty magazines and, together with the aforementioned ads, increase awareness of national brands.

Markets:

Only includes the major destination markets for the Portuguese footwear and fashion industry (Germany, Spain, France, Netherlands, the UK and the US) and Italy, as this is a country of reference in the fashion world.

Objectives:

- Strengthen the presence of companies in international trade magazines;
- Complement the participation of companies in international events;
- Increase awareness of national brands;
- To contribute to the objectives of the sectorial campaign "Portuguese Shoes".

**Type 2: Catalogues**Description:

Includes the design, editing and publication of catalogs of the industry's collections, which can be used when communicating with existing and potential customers, in their usual direct relationship or during participation in international exhibitions, amongst others.

Objectives:

- Promote the company's image;
- Engage potential customers and maintain existing ones;
- Present the concept of each collection in detail;

- Disclose the presence of companies in major international events;
- Contribute to upgrade the image of the sector as a whole.

### **Type 3: *Websites* and *online* stores**

#### Description:

Hiring expert services capable of designing a corporate presence in the digital domain through the creation of new *websites*, the reformulation of existing ones, or the implementation of *online* shops. This plan includes the development of advanced features in their *websites*, structured as a service and that include autonomous update by the company.

#### Objectives:

- Allow the company to be presented from a global point of view and to present its collections;
- Implement customer areas (B2B) and location of sales points;
- Systems integration between online stores and different management system companies;
- Promote the participation of Portuguese companies in the digital domain.

### **Type 4: Photo Sessions and Multimedia Content**

#### Description:

It is intended to create photographic content deemed indispensable for the promotion of proximity with the professional public and end consumers. This typology includes hiring photographers, stylists, hairdressers, makeup artists, professional models and video professionals, able to create high impact multimedia content, subject to be included not only in websites and online stores but also in other media used by the company (catalogs, fashion editorials, *flyers*, among others).

#### Objectives:

- Promote the image upgrade for brands;

- To foster an image of excellence for companies and their products;
- Capture the attention of those who encounter any form of promotion used by the company;
- Contribute to improving the overall image of the sector.

### **Type 5: Communication Plans**

#### Description:

Structuring communication plans which define, besides the form of action in internationalization processes, interventions at commercial and marketing level, which may include, among others, recommendations about the markets to be approached and product positioning. These plans should be integrated so that communication reaches a universal language throughout the sector, being at the same time adapted to the specificity of each company to enable communication with the target audience in a solid, consistent and sustained way.

#### Objectives:

- Promote the participation of new companies in the internationalization process;
- Support the strategic process for companies;
- Participation of companies in new segments of the value chain;

### **Type 6: Digital marketing, social media and email marketing campaigns**

#### Description:

Support and encouragement of the development of initiatives in the area of digital marketing, such as the design and implementation of campaigns on Google AdWords, the production and promotion of content for social media networks and/or the design and implementation of campaigns to bring traffic to the chosen websites, as well as management of social networks and direct email marketing to clients and potential clients.

**Objectives:**

- To develop activities to promote Portuguese products together with existing and potential customers;
- Develop strategies for digital communication;
- Promote the acquisition of innovative and specific skills in the scope of new forms of communication;
- Stimulate the ability of companies / brands to interact with their customers using innovative means such as digital channels, websites, electronic newsletters and online ads, among others.

**Type 7: Brand's design (positioning and concept)****Description:**

Branding, definition and structuring of concept and market positioning and design of the respective graphic supports.

**Objectives:**

- Strengthen the role of the brand as a differentiating element of the product;
- Increase the added value of products;
- Customer loyalty reinforcement;

**Type 8: Registration of brands and models****Description:**

Deepening of the trade mark practice in EU countries and its extension to third countries where there is an ongoing significant effort to increase exports.

Generalization and systematization of the model registration for an adequate and effective protection of the growing investment made in its conception and design.

**Objectives:**

- Strengthen the role of brands and new models;
- Minimize investment risks;

**Type 9: provision of support services for companies going digital**Description:

Investments aimed at unlocking the potential of information and communication technology in the production process in order to increase flexibility.

Study of the optimization of working methods and equipment layouts, the rationalization of manufacturing processes (grouping of different operations), and the introduction of new organizational methods (work cells, logistics systems) and procedures in management, supply, production, product development, quality, sales, the sales department, marketing and client relations.

Improvements to the organizational methods applied to tasks that were traditionally the domain of distributors and retailers and which have moved progressively to the area of industry are also covered: personalized labelling and packaging, shipment direct to both traditional and to newer, more advantageous points of sale, and the personalization of accessories and applications, amongst others.

Objectives:

- To make use of the full potential offered by digitization to increase flexibility within companies and in the workplace
- To enhance the ability to produce small runs, including the production of single pairs;
- To optimize the use of available resources;
- To minimize the costs of production and distribution;

**Type 10: CRM and integration services**Description:

Assess and reconcile the investment and resources already available in companies in the ICT area, often from different vendors for various features, creating information transfer mechanisms including the appropriate connection interfaces between reliable systems of external software modules.

Implementation of CRM management systems to respond better and quickly to the increase in the number of orders and customers.

Objectives:

- Optimization of the available resources;
- Reduce costs;
- Improve the capacity and responsiveness in customer relations.

**Type 11: Becoming part of online sales and communications platforms**

Description:

Not all companies are able to create and run their own online shops; they may be unable to generate sufficient traffic to their site to ensure appropriate levels of online sales, or they may be lacking in the means or skills to deal with the logistics involved in managing a direct relationship with their end clients. Many companies have found that it does not make sense to set up a chain of physical own-brand shops, choosing instead to create a presence via multi-brand retailers. This also applies to the digital world - for some companies, presence on a multi-brand sales platform may be preferable to setting up their own online shop.

Amazon, Zalando, Zappos and Spartoo are just some examples of significant international online platforms, with sites such as Overcube and The Feeting Room being two examples of the Portuguese offer in this arena. Their size and reputation ensure levels of traffic to the site which

no manufacturer would be able to achieve on their own, although this comes with the inevitable price of the specific offer of each company becoming less visible.

Although not as demanding as the creation of an own-brand shop, a company's presence on these platforms does demand a level of preparation and investment which is dealt with and supported in the events on offer.

Objetives:

- Creation of alternative sales channels;
- Growing of brand presence in digital channels;
- Use of the knowledge and experience held by online platforms relative to clients and the sales process, and the cost savings that may be achieved for companies by this method.

4. This procedure as well as any contracts celebrated under these rules, are not subject to pre-contractual procedures or to the rules ruling the implementation of contracts, provided in the Portuguese Public Procurement Code.

5. Applications to join APICCAPS Qualified Suppliers System must reach APICCAPS, by post or electronically via email address as indicated in paragraph [1] above.

6. Applications for accessing the QSS should be accompanied by the following documents:

- a.* Statement of access request as per Annex;
- b.* Business Registration Certificate

7. The application QSS access must also be accompanied by the following documents:

- a)* For companies, annual report with financial accounts for the last three years or since the creation of the company if less reports are available;
- b)* In the case of individuals, income tax declarations for the last three years;
- c)* Declaration indicating the overall volume of its business and the supply of goods or services similar to those which are the subject of the procedure in the last three years.

8. To assess the technical capacity, the application must be accompanied by the indication of the human resources affected to management and technical direction of the company in the areas / types of services that are the subject of the procedure, and their respective professional



qualifications, curriculum vitae, portfolio (if applicable), as well as the labour link to the organization.

9. In the case of a group of entities, each entity must submit the documents referred to in the preceding paragraphs.

10. In the case of a group of entities, the application must be accompanied by tenure instruments issued by each of the entities that comprise it, designating a common representative to take all actions within the procedure.

11. Other elements that the applicant deems relevant to the assessment of the application.

12. APICCAPS reserves the right to require at any time the documents to prove the declarations submitted by candidates, as well as the relevant documents to sustain the professional qualifications, technical capability and financial capacity of the same.

13. The selected candidates will join APICCAPS QSS under the initiative *Ações de Valorização da Oferta* for Portuguese Footwear and Fashion, according to the selected typologies.

14. Access to QSS will be maintained until the term for the qualification.

15. Integration into QSS gives suppliers the possibility of being able to provide services of the typology in which they are qualified, either directly to APICCAPS or to its associated companies.

16. The selection will be reflected in the decision to consider the candidate as an adequate or inadequate candidate, for each type of services listed in paragraph three of this procedure. This will be communicated to the applicant with a brief indication of the respective foundations and will be advertised along APICCAPS members and in the association's website.

17. The integration of the supplier in the QSS does not require APICCAPS or any of its member companies to contract the acquisition of any services.

18. APICCAPS reserves the right to exclude from QSS, at any time, suppliers that do not meet the conditions that determined the respective admission, as well as suppliers that operate defectively under the contracts that were awarded to them directly or by any of its members, under the QSS

19. APICCAPS' decisions may not be appealed.

## II- SCHEME OF THE CONTRACTS CELEBRATED UNDER THE QSS

20. Contracts celebrated between APICCAPS members and any qualified suppliers, which refer to the provision of services part of the actions developed as part of the initiative *Ações de Valorização* for the Footwear and Fashion Cluster, should be directly negotiated, and granted between the company (APICCAPS member) and the qualified supplier.

21. The price due for the services included in the implementation of the financial incentive programs subsidized by national and / or UE funds managed by APICCAPS and hired in the preceding paragraph shall be paid directly by APICCAPS to your supplier, as long as the following conditions are met:

- a) The member is properly registered with the action corresponding to the provision of services;
- b) The member is not in a default situation, particularly in regards to any payments due to APICCAPS;
- c) The member meets all the conditions required as part of the co-financing program requirements;
- d) The All eligibility conditions are satisfied;
- e) The purpose of the agreement between the member and the qualified supplier have been effectively rendered and are fully completed;
- f) There is no dispute arising or being discussed between APICCAPS and the qualified supplier payee or between the member and the qualified supplier.

22. The payment referred to in the preceding paragraph, once fulfilled the conditions set out therein, is subject to prior notification to APICCAPS - by the respective member – of the amount due for the provision of services.
23. Payments made to the qualified supplier of any additional services or works that exceed the conditions of the provision previously referred, as well as the payment of any services or works that, by their nature or value, exceed the reasonableness standards are sole responsibility of the member.
24. Claiming the non-performance or defective performance of the contractual obligations by the supplier, if communicated to APICCAPS by the member until 24 hours after the completion of services, determines the immediate suspension of the payment.
25. APICCAPS is not liable for any dispute relating to the formation, interpretation, validity or enforceability of contracts between APICCAPS members and the qualified suppliers.

Approved by the General Director with delegated powers from APICCAPS' Board of Directors according to the meeting from the 16<sup>th</sup> May 2017.

APICCAPS, 25<sup>th</sup> March 2019

**ANNEX – Statement**

STATEMENT OF REQUEST TO PARTICIPATE IN APICCAPS QUALIFIED SUPPLIERS SYSTEM UNDER THE INITIATIVE *AÇÕES DE VALORIZAÇÃO DA OFERTA* (**Communication consultancy; Catalogs; Websites and online stores; Photo sessions and multimedia content; Communication plans; Online marketing campaign; Brand’s design (positioning and concept); Registration of brands and models; Implementation of new methods of flexible organization; CRM and integration services**) FOR THE FOOTWEAR AND FASHION CLUSTER IN 2017 AND 2018

**[Name of the company and headquarters]:** \_\_\_\_\_

[ ] represented by [name (s), marital status, place of birth, occupation, address, id number and issue date], having full knowledge of the terms of the PROCEDURE FOR THE REGULATION OF THE REQUEST AND SUBSEQUENT QUALIFICATION UNDER APICCAPS QUALIFIED SUPPLIERS SYSTEM, accepts the conditions of the procedure and agrees to bound to them, DECLARING:

1. IT INTENDS TO SUBMIT AN APPLICATION TO PROVIDE SERVICES UNDER THE INITIATIVE *AÇÕES DE VALORIZAÇÃO DA OFERTA* FOR THE FOOTWEAR & FASHION INDUSTRY PROMOTED BY APICCAPS, IN THE FOLLOWING CATEGORIES :

- |     |                                       |                          |
|-----|---------------------------------------|--------------------------|
| 1.1 | Communication Consultancy             | <input type="checkbox"/> |
| 1.2 | Catalogs                              | <input type="checkbox"/> |
| 1.3 | Websites and Online Stores            | <input type="checkbox"/> |
| 1.4 | Photo sessions and Multimedia Content | <input type="checkbox"/> |
| 1.5 | Communication Plans                   | <input type="checkbox"/> |

- 1.6 Digital marketing, social media and email marketing campaign digital
- 1.7 Brand's Design (positioning and concept)
- 1.8 Registration of brands and models
- 1.9 Provision of support services for companies going digital
- 1.10 Management systems and integration services
- 1.11 Becoming part of online sales and communications platforms

2. Social Security contributions and tax payments are being met;

3. The overall turnover and the supply of goods or services similar to those which are the subject of the procedure in the last three years are as presented below:

| Actions  | Year |     |     |
|----------|------|-----|-----|
|          | n-3  | n-2 | n-1 |
| Turnover |      |     |     |

4. The following documents are attached

- 4.1 Business Registration Certificate or other legal document that proofs the existence of the company
- 4.2 Annual report with financial accounts for the last three years
- 4.3 Indication of the human resources, and their respective professional qualifications, curriculum vitae, portfolio (if applicable), as well as the labor link to the organization

# APICCAPS

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REGULAMENTO REFERENTE AO PROCEDIMENTO DE ADESÃO E  
QUALIFICAÇÃO NO ÂMBITO DO SISTEMA DE FORNECEDORES  
QUALIFICADOS DA APICCAPS [AÇÕES DE VALORIZAÇÃO DO  
CLUSTER DO CALÇADO E MODA]

## COMPANY DETAILS

VAT number: \_\_\_\_\_

NACE: \_\_\_\_\_

Contacts: \_\_\_\_\_

Affiliated societies: \_\_\_\_\_

Location, \_\_\_\_\_ date \_\_\_\_\_

Signature  
(Stamp)



UNIÃO EUROPEIA  
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de Desenvolvimento Regional