**SPECIFICATION OF ESSENTIAL TERMS OF CONTRACT (SIWZ) DATED OCTOBER 8, 2024**

The Union of Producers and Employers of Meat Industry (UPEMI) – leader of the consortium, and the Association of Imathia’s Agricultural Cooperatives (ASIAC) – member of the consortium, hereby announce that on November 25, 2024, the tender procedure for the development and implementation of a three-year information and promotional program titled "EU Good food-good life" ("EUgoodfood") concerning fresh, chilled, or frozen beef and pork, food products derived from these meats, as well as canned peaches and fresh kiwi, targeting the markets of South Korea and Vietnam, has concluded.

As part of the procedure, one offer was received. After evaluation by the Commission, the proposal from the consortium of **INFINITY MEDIA Sp. z o.o.** and **NOVACERT Ltd.** was selected.