

# IPCVA: INTERNATIONAL CALL FOR PROMOTION ACTIVITIES IN CHINA

**The Argentine Beef Promotion Institute (Instituto de Promoción de la Carne Vacuna Argentina, IPCVA) is to launch a new positioning campaign in the Chinese market between April 2021 and April 2022.**

The IPCVA will continue its Argentine Beef Promotion Campaign in China in the period April 2021 – April 2022.

To that end, the IPCVA invites marketing, communication and/or advertising agencies to participate in the present call.

Interested agencies must have been present in the Chinese market for no less than 5 (five) years and have their own offices in Shanghai or Beijing and offices and/or partners in at least 2 (two) other cities in China.

Agencies should register and request the Bases and Conditions for Participation in the Agency Competition between **22 January and 19 February 2021** by email to [concursochina2021@gmail.com](mailto:concursochina2021@gmail.com), [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar) and/or [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar). The request for registration should be accompanied by an Agency presentation file.

After 19 February 2021, no new registrations to participate in the Agency Competition will be accepted.

Campaign proposals should be sent to [concursochina2021@gmail.com](mailto:concursochina2021@gmail.com), [s.rey@ipcva.com.ar](mailto:s.rey@ipcva.com.ar) and [a.scarano@ipcva.com.ar](mailto:a.scarano@ipcva.com.ar) no later than **12 March 2021**, the cut-off date for the Agency Competition.