

F-Paris: Dairy products

OJ S 4/2013 05/01/2013

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL (Centre National Interprofessionnel de l'Economie Laitière)

Postal address: 42 rue de Châteaudun

Town: Paris

Postal code: 75314 Paris Cedex 09

Country: France

Contact person: Laurent Damiens

For the attention of: Denise Navarro

E-mail: dnavarro@cniel.com

Telephone: +33 149707100

Fax: +33 142806345

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Other

I.3. Main activity

Other: The dairy interprofession regrouping milk farmers and the dairy industry

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

A 3 year mix communications campaign in favour of the quality Cheeses of Europe / France in the United States.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: United States of America.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

CNIEL's overall objective is to develop and increase import volumes of cow's milk cheeses of France to the USA by 2% every year of the campaign and to develop import value of European quality cheeses imported to the USA by 1% every year of the campaign.

Marketing objective:

- To strengthen and increase cheeses from France consumption occasions on the U.S. market.

Communications objective:

- to make the consumer aware that quality Cheeses of France may be consumed at all times and are totally adapted to The American Eating Habits.

II.1.6. CPV code(s)

15500000 Dairy products

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

A one year contract that may be renewed twice, for one year each time and for a total of three years. The annual budget is about 2 000 000 Euros (which is about 2 540 000 US \$ at the exchange rate of 1 EUR = 1.27 US \$.) The exact amount will be confirmed mid/end of February.

If the program is accepted by the EU, it will commence on 1.1.2014 until 31.12.2014.

Estimated value excluding VAT:

Range: between 1 900 000 and 2 000 000 EUR

II.2.2. Information about options

Options: yes

Description of options: The present contract may be renewed twice, for a period of one year each time, making it a total of 3 years, on the condition that the European Union, the dairy farmers and industry members renew their financial participation for year 2: 2015 and for year 3: 2016 and if the campaign's results are satisfactory at the end of each year.

Provisional timetable for recourse to these options:

in months: 12 (from the award of the contract)

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: Range: between 1 and 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 12 (from the award of the contract)

II.3. Duration of the contract or time limit for completion

Start 1.1.2014. Completion 31.12.2016

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

CNIEL will make payments as follows:

Payment in advance: 30% after notification of the contract.

After the first 30% payment, a monthly payment will be made and according to the expenses needed.

More information on payments are included in the " Official Procedures" document that will be sent, along with the brief, to the candidates who are interested in responding to the present invitation to tender.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: Candidates must have their office headquarters, a branch or an affiliate in the United States of America.

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: 1. A declaration concerning the name and capacity of the person authorized to commit the agency and, where appropriate, the mandate entitling him to do so

2. A certificate of incorporation, if applicable

3. A certificate of good standing delivered by the Secretary of State of Incorporation

4. An affidavit , duly signed and dated by the person mandated by the board of directors to commit the agency , certifying that :

- The company is in good standing and has duly paid all federal , state and local taxes

- The company has never filed for bankruptcy or protection from creditors under the bankruptcy laws

- The company has never been barred from any public tendering by any public authority

5. The professional references of the candidate for the past 3 years in the field of communications and promotion campaigns, including but not limited to food products, whether branded or not.

6. A portfolio of past similar campaigns led by the candidate or a website address where such campaigns may be available.

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8. A chart specifying each team member's fees (those who will be working on the campaign) – per hour, per position and for each action.

9. A presentation of the project team members and a designated team leader.

Any false statement shall imply rejection of the proposal.

III.2.2. Economic and financial ability

List and brief description of conditions: The professional references of the candidate for the past 3 years will be presented with the candidate's full application dossier.

Minimum level(s) of standards possibly required: The candidate must furnish a booklet or brochure presenting the agency and indicating its resources in terms of structure and staff .

III.2.3. Technical and professional ability

List and brief description of conditions:

A candidate's portfolio of similar campaign experiences must be furnished.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

competitive dialogue

IV.1.2. Information about the limits on the number of candidates to be invited

Envisaged minimum number 4: and Maximum number 6

Objective criteria for choosing the limited number of candidates: Candidates must have their agency's headquarters, a branch or an affiliate established in the USA and should have similar experiences in communications.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated yes

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2011/S 171-281830](#) of 7.9.2011

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 2.2.2013 - 12:00
Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

18.2.2013 - 17:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

19.2.2013

IV.3.6. Languages in which tenders or requests to participate may be submitted

English. French.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: This list of specifications is an integral part of an competitive invitation to tender governed by the European Commission's Decree (EC) n°501/2008 , dated 5.6.2008 and fixing the rules applying to the Council's Decree (EC) N° 3/2008 concerning promotion and information activities in favour of agro food products on the national markets and markets outside of the European Union.

VI.3. Additional information

As mentioned in the brief, candidates will submit samples of a new campaign logo, a new signature and a creative design for the media campaign.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administratif de Paris

Postal address: 7, rue de Jouy

Town: Paris

Postal code: 75004

Country: France

E-mail: greffe.ta.paris@juradm.fr

Telephone: +33 144594400

Fax: +33 144594646

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5.

Date of dispatch of this notice

3.1.2013