

**France-Paris: Market research services**  
**OJ S 5/2024 08/01/2024**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: CNIEL

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: [ipintacosta@cniel.com](mailto:ipintacosta@cniel.com)

Telephone: +33 149707138

**Internet address(es):**

Main address: <http://www.filiere-laitiere.fr/fr>

Address of the buyer profile: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

Additional information can be obtained from the abovementioned address

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

**I.4. Type of the contracting authority**

Other type: Dairy organisations

**I.5. Main activity**

Other activity: Agri-food

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Evaluation survey of an information and communication programme to promote European cheeses in Japan, South Korea and P.R.China, 2024-2026

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

The purpose of this contract is to design and carry out conception and implementation of an evaluation survey of an information and communication program in favor of European cheeses in Asia from 2024 to 2026, and more specifically in Japan, South Korea, and P.R. China. This program will be a continuation of the "CHEESE JPKRCNT 20" co-financed program, which ended in December 2022. the objectives of this programm will be:

Objective 1: Provide information on the essentiality of European cheeses and in particular aim to increase the level of knowledge, improve the image and notoriety of European cheese and their qualities among the targets of the action.

Objective 2: Support European cheese exports and increase market shares in target countries. And in particular support the competitiveness of the European agricultural sector in target countries and reposition European cheeses against other imported cheeses and local cheeses

#### **II.1.5. Estimated total value**

Value excluding VAT: 115 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.3. Place of performance**

NUTS code: CN China

NUTS code: FR France

NUTS code: JP Japan

NUTS code: KR South Korea

#### **II.2.4. Description of the procurement**

The bid must be written in French or English and contain a technical and financial memorandum made up of the following elements:

o The bidder's technical file, comprising:

- An evaluation survey framework of the information and communication programme detailed by action and target evaluated over the 3 years of the program;
- Time frame for the programme: the bidder will propose a time frame over 3 years based on the actions to be evaluated;

o For each evaluation of action, the bidder shall propose:

- the framework planned for each evaluation module (action and target evaluated, method of collection of data, etc.)
- a precise scheduling for each evaluation of action;

o The bidder's budget proposal including:

- a precise budget for the 3 years of the programme per evaluation of action
- a summary budget

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 115 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. 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: EVALUATION SURVEY OF AN INFORMATION AND COMMUNICATION PROGRAMME TO PROMOTE EUROPEAN CHEESES IN ASIA 2024 – 2026 Regulation 1144/2014

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

- Forms DC1 and DC2, duly completed, dated and signed, or the European Single Procurement Document (ESPD) – or the equivalent document for service providers from outside the European Union;
- In the event of an application by a grouping, the applicant shall specify the form of the grouping (whether the members are jointly liable or jointly and severally liable), designate the grouping's lead company and the authorisation that empowers the lead company to make valid commitments on behalf of the grouping.
- Proof of insurance for professional risks;
- A declaration stating the applicant's average annual headcount and the proportion of management personnel for each of the last three years;
- An official record of criminal convictions; if the preferred bidder is located abroad, that bidder must provide the relevant record or, in the last resort, an equivalent document issued by the relevant judicial or administrative authority of its country of origin or establishment, attesting that the bidder is not excluded from tender procedures;
- Form ATTR11 (contract agreement form) dated and signed by the person who is empowered to make binding commitments on behalf of the bidder (for groupings, the contract agreement form must be a single document)

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

- The extract of profit/loss account for the last three years and, as applicable, the revenue for the business segment that corresponds to the purpose of the contract, over the last three financial years for which information is available;
- The attestations and certificates issued by the relevant administrations and organisations which prove that the bidder has complied with its tax and social security obligations. If the preferred bidder is established abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment.

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- A list of similar services provided during the last three years. The applicant shall state the amount, the date and the name of the public sector or private sector client, in compliance with any confidentiality requirements.
- A description of the applicant's material and human resources that provide the rationale for its capacity to perform the required services;
- the documents provided for in Articles D. 8222-5 or D. 8222-7 and D. 8222-8 or D. 8254-2 to D. 8254-5 of the French Labour Code, which must be provided every six months until the end of the performance of the contract;

### **III.2. Conditions related to the contract**

#### **III.2.3. 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

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 07/02/2024 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English, French

#### **IV.2.7. Conditions for opening of tenders**

Date: 08/02/2024 Local time: 11:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

Applications and offers are to be submitted in electronic format on the platform <https://www.achatpublic.com/> on the space dedicated to the corresponding CNIEL call for tender  
The opening of the offers will take place between February 8th and February 16th 2024

### **VI.4. Procedures for review**

#### **VI.4.1.**

**Review body**

Official name: Tribunal judiciaire de Paris

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postal code: 75859 Paris Cedex 17

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: TRIBUNAL JUDICIAIRE DE PARIS

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postal code: 75859 Paris Cedex 17

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

**VI.5. Date of dispatch of this notice**

03/01/2024