

**France-Avignon: Promotional services**  
**OJ S 16/2017 24/01/2017**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Inter Rhône

Town: Avignon Cedex 1

NUTS code: FR France

Country: France

Contact person: Amandine Troin

E-mail: [atroin@inter-rhone.com](mailto:atroin@inter-rhone.com)

Telephone: +33 490272450

**Internet address(es):**

Main address: <http://www.vins-rhone.com>

Address of the buyer profile: <https://www.boamp.fr/demat/consultation/CONS-16-103567>

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

Other type: Interprofession agricole

**I.5. Main activity**

Other activity: Agriculture

---

**Section II: Object**

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

**II.1.1. Title**

Programme de promotion des vins des Côtes-du-Rhône et de la vallée du Rhône en Chine.

Reference number: 2016-3

**II.1.2. Main CPV code**

79342200 Promotional services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Programme de promotion des vins des Côtes-du-Rhône et de la vallée du Rhône en Chine.

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7. Total value of the procurement**

Value excluding VAT: 1 030 000,00 EUR

**II.2. Description**

### **II.2.1. Title**

Campagne de communication et marketing digital en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Campagne de communication et marketing digital en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

### **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:

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

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

### **II.2.1. Title**

Programme de formation en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranches conditionnelle).

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Programme de formation en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranches conditionnelle).

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **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:

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

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

###### **II.2.1. Title**

Programme de promotion on et off trade en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle)  
Lot No: 3

###### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Programme de promotion on et off trade en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **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:

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

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

###### **II.2.1. Title**

Relations publiques, évènementiels et coordination de programme en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle)  
Lot No: 4

###### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Relations publiques, évènementiels et coordination de programme en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

### **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:

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

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

#### **II.2.1. Title**

Action appellation costières de Nîmes en Chine pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

Lot No: 5

#### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Action appellation costières de Nîmes en Chine pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **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:

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

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

#### **II.2.1. Title**

Action de relation presse en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

Lot No: 6

#### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Action de relation presse en Chine pour les vins des Côtes-du-Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

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

Quality criterion - Name: Pertinence de l'analyse du contexte / Weighting: 15

Quality criterion - Name: Pertinence de la stratégie proposée / Weighting: 45

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **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:

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

## **Section IV: Procedure**

---

### **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: yes

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

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2016/S 141-254880](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## Section V: Award of contract

---

### Lot No: 1

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

19/12/2016

##### V.2.2. Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: no

##### V.2.3. Name and address of the contractor

Official name: Sopexa

Town: Beijing

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

##### V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 180 000,00 EUR

Total value of the contract/lot: 180 000,00 EUR

##### V.2.5. Information about subcontracting

## Section V: Award of contract

---

### Lot No: 2

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

19/12/2016

##### V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

##### V.2.3. Name and address of the contractor

Official name: INS Global Consulting

Town: Shanghai

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

##### V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 220 000,00 EUR

Total value of the contract/lot: 220 000,00 EUR

##### V.2.5. Information about subcontracting

## Section V: Award of contract

---

### Lot No: 3

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

19/12/2016

##### V.2.2. Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

##### V.2.3. Name and address of the contractor

Official name: INS Global Consulting

Town: Shanghai

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

##### V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 160 000,00 EUR

Total value of the contract/lot: 160 000,00 EUR

##### V.2.5. Information about subcontracting

## Section V: Award of contract

---

### Lot No: 4

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

19/12/2016

##### V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

##### V.2.3. Name and address of the contractor

Official name: Sopexa

Town: Beijing

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

##### V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 300 000,00 EUR

Total value of the contract/lot: 300 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

---

**Lot No: 5**

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

19/12/2016

#### **V.2.2. Information about tenders**

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

#### **V.2.3. Name and address of the contractor**

Official name: INS Global Consulting

Town: Shanghai

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

#### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 40 000,00 EUR

Total value of the contract/lot: 40 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

---

**Lot No: 6**

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

19/12/2016

#### **V.2.2. Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

#### **V.2.3. Name and address of the contractor**

Official name: Sopexa

Town: Beijing

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

#### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 130 000,00 EUR

Total value of the contract/lot: 130 000,00 EUR

## **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

---

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

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

##### **VI.4.1. Review body**

Official name: Tribunal de grande instance

Town: Avignon

Country: France

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

19/01/2017