

**F-Paris: Cheese products**  
**OJ S 21/2013 30/01/2013**  
**Contract notice**  
**Services**

**Directive 2004/18/EC**

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**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

For the attention of: Denise Navarro, Laurent Damiens

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

Telephone: +33 149707100

Fax: +33 142806364

**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

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**Section II: Object of the contract**

**II.1. Description**

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

A promotional campaign in favour of the cheeses of France thru in-store promotions in supermarket chains and specialty food retailers within the USA.

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

Services

Service category No 27: Other services

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

NUTS code FR101 Paris

**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)**

The selected candidate must be able to design and implement in-store promotions highlighting the cheeses of France to be held at the most important supermarket chains within the USA as well as reprint of existing promotional material.

The candidate must have a solid experience with the supermarket chains, as well as work with knowledgeable merchandisers who have a solid knowledge of the cheeses of France. The Candidate will have to work in liaison with cheeses of France importers, French cheese companies settled in the USA. The candidate will also be capable of printing point of purchase material that will be used during the in-store promotions.

#### **II.1.6. CPV code(s)**

15540000 Cheese 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**

The campaign will begin on 1.4.2013 and will end on 31.12.2013.

The budget is between 400 000 USD and 600 000 USD and includes the following:

1. Re-printing of already existing POP materials that will be provided by CNIEL.
2. Implementation of, in-store promotions in the most frequented cities by the target.
3. Agency fees.

Estimated value excluding VAT:

Range: between 400 000 and 600 000 USD

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

This contract is subject to renewal: no

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

Duration in months: 9 (from the award of the contract)

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

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### **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**

Payment to the selected agency will be made by CNIEL upon presentation of bills and invoices on the following terms:

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

Following reception of bills / invoices concerning expenses incurred with the 30% advance payment and upon receipt of the trimester's assessment (in-store promotions that took place and their results, number of reprinted materials), a monthly payment will be made to the selected agency according to the needs and upon reception of bills/invoices being carried out so far

The balance will be paid when all the services emphasized in the contract have been completed and upon presentation of all bills / invoices. . By bills / invoices, it is meant that bills related to each in-store promotion and each reprinted POS material must be submitted to CNIEL.

All bills concerning expenses made by the selected agency for each action and in details will have to be sent to CNIEL every month, by post.

Payments by CNIEL will be made 30 days from date of reception of each bill.

All bills and invoices have to be mailed by post to CNIEL

All bills have to be dated and sent to cniel before the end of year.

### **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: The candidate must have its office headquarters or a branch or an affiliate within the USA.

## **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: Candidates will submit the following documents:

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. 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.
  4. 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;
  5. A portfolio of past similar campaigns led by the candidate or a website address where such campaigns may be available.
  6. An extract of financial statements (profit and loss) for the last 3 years.
  7. The federal income tax return ( without annexes ) for the last 3 years.
  - 8 .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 three years must 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, staff and financial resources.

### **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**

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### **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 experience in in-store promotions and must have a knowledge of cheeses of France.

#### **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**

no

#### **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: 26.2.2013 - 12:00

Payable documents: no

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

13.3.2013 - 12:00

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

**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**

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**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:  
no

**VI.3. Additional information**

**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](mailto: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**

26.1.2013