

France-Castanet-Tolosan: Promotional services

OJ S 20/2020 29/01/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Interprofession des vins du sud-ouest

National registration number: 38757785100018

Postal address: Centre INRA — bâtiment CACG chemin de Borde Rouge, BP 92123

Town: Castanet-Tolosan

NUTS code: FRJ Occitanie

Postal code: 31321

Country: France

E-mail: C.logeais@france-sudouest.com

Telephone: +33 561738706

Internet address(es):Main address: <http://www.france-sudouest.com>Address of the buyer profile: https://interco.achatpublic.com/sdm/ent/gen/ent_recherche.do**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.france-sudouest.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?](https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzE2NzEyOA%3D%3D)[idConsultation=MzE2NzEyOA%3D%3D](https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzE2NzEyOA%3D%3D)[idConsultation=MzE2NzEyOA%3D%3D](https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzE2NzEyOA%3D%3D)

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: [https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?](https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzE2NzEyOA%3D%3D)[idConsultation=MzE2NzEyOA%3D%3D](https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzE2NzEyOA%3D%3D)**I.4. Type of the contracting authority**

Other type: Interprofession viticole

I.5. Main activity

Other activity: Interprofession viticole

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Promotion des IGP/AOP du sud-ouest au travers du foie gras du sud-ouest, du jambon de Bayonne et des vins du sud-ouest sur les marchés français et belge

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Promotion des IGP/AOP du sud-ouest au travers du foie gras du sud-ouest, du jambon de Bayonne et des vins du sud-ouest sur les marchés français et belge.

II.1.5. Estimated total value

Value excluding VAT: 4 500 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Néant.

II.2. Description

II.2.1. Title

Promotion triennal pour le marché français pour les 3 filières: foie gras du sud-ouest, jambon de Bayonne et les vins du sud-ouest

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: FR France

Main site or place of performance: France.

II.2.4. Description of the procurement

Définition d'un plan de promotion triennal pour le marché français pour les 3 filières: foie gras du sud-ouest, jambon de Bayonne et les vins du sud-ouest comprenant:

- définition d'une identité commune,
- la création d'évènements à destination des prescripteurs et des consommateurs,
- des actions de publicité (achat d'espace dans la presse, campagne d'affichage),
- création d'un site internet (français/anglais),
- outils de communication et animation des réseaux sociaux.

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: 3 650 000,00 EUR

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

Start: 01/01/2021 End: 31/12/2023

This contract is subject to renewal: no

II.2.10.

Information about variants

Variants will be accepted: yes

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: Subventions en faveur d'actions d'information et de promotion sur le marché intérieur conformément au règlement (UE) no 1144/2014 du Parlement européen et du Conseil

II.2.14. Additional information

II.2. Description

II.2.1. Title

Promotion triennal pour le marché belge pour les 3 filières: foie gras du sud-ouest, jambon de Bayonne et les vins du sud-ouest
Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: BE Belgique / België
Main site or place of performance: Belgique.

II.2.4. Description of the procurement

Définition d'un plan de promotion triennal pour le marché belge pour les 3 filières: foie gras du sud-ouest, jambon de Bayonne et les vins du sud-ouest comprenant: définition d'une identité commune, la création d'évènements à destination des prescripteurs et des consommateurs, des actions de publicité (achat d'espace dans la presse, campagne d'affichage).

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: 650 000,00 EUR

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

Start: 01/01/2021 End: 31/12/2023
This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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: Subventions en faveur d'actions d'information et de promotion sur le marché intérieur conformément au règlement (UE) no 1144/2014 du Parlement européen et du Conseil

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: no

IV.2. Administrative information

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

Date: 28/02/2020 Local time: 14:00

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: 02/03/2020 Local time: 09:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance de Toulouse

Postal address: 2 allée Jules Guesde

Town: Toulouse

Postal code: 31000

Country: France

Internet address: <https://www.annuaire-administration.com/tribunal-de-grande-instance/tribunal-de-grande-instance-de-toulouse-tgi-31555-01.html>

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal de grande instance de Toulouse

Postal address: 2 allée Jules Guesde

Town: Toulouse

Postal code: 31000

Country: France

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

Official name: Tribunal de grande instance de Toulouse

Postal address: 2 allée Jules Guesde

Town: Toulouse

Postal code: 31000

Country: France

VI.5. Date of dispatch of this notice

27/01/2020