

**France-Paris: Dairy products**  
**OJ S 30/2019 12/02/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: GEIE European Milk Forum (EMF)

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009 Paris

Country: France

Contact person: Dominique Poisson

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

Telephone: +33 149707155

**Internet address(es):**

Main address: <http://www.milknutritiousbynature.eu>

**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**

Creation, Development and Implementation of a European Multi-country Generic Communication Campaign on Milk, Targeting the Internal Market in 5 European Countries  
Reference number: 2017-176330

**II.1.2. Main CPV code**

15500000 Dairy products

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The creation, development and implementation of a generic information campaign on milk targeting the internal market in Belgium, Denmark, France, Ireland, the Netherlands.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 2 900 000,00 EUR

## **II.2. Description**

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

15500000 Dairy products

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

NUTS code: BE Belgique / België

NUTS code: FR France

NUTS code: DK Danmark

NUTS code: IE Éire / Ireland

NUTS code: NL Nederland

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

The creation, development and implementation of a generic information campaign on milk targeting the internal market in Belgium, Denmark, France, Ireland, the Netherlands.

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

Quality criterion - Name: Price is not the only award criterion and all criteria are stated only in the procurement documents / Weighting: 80 %

Price - Weighting: 20 %

### **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: EMF intends on submitting an application for EU funding. As part of this application process, EMF wishes to engage the services of a communication agency that will be responsible for the creation, development and implementation of a generic campaign to increase the consumption of milk in each of the markets: Belgium, Denmark, France, Ireland, the Netherlands. EU Regulation 1144/2014

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

## **Section IV: Procedure**

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

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

Restricted 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.2.8. 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

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**Title:**

EMF Milk Multiprogramme

A contract/lot is awarded: yes

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

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

13/12/2017

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

Number of tenders received: 6

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

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

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

Official name: New Venise group

National registration number: 797 421 872 00020

Postal address: 37 rue Fernand Pelloutier

Town: Boulogne-Billancourt

NUTS code: FR France

Postal code: 92100

Country: France

Telephone: +33 170087008

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 3 526 185,00 EUR

Total value of the contract/lot: 3 526 185,00 EUR

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

### Section VI: Complementary information

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

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

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

Official name: Tribunal de grande instance de Paris

Postal address: 29-45 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 14432515-1

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 de grande instance de Paris

Postal address: 29-45 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

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

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

08/02/2019