

**France-Bordeaux: Marketing management consultancy services**

OJ S 28/2021 10/02/2021

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: [laurianne.revidon@vins-bordeaux.fr](mailto:laurianne.revidon@vins-bordeaux.fr)

Telephone: +33 556002266

Fax: +33 556002282

**Internet address(es):**Main address: [www.bordeaux.com](http://www.bordeaux.com)Address of the buyer profile: <http://civb.e-marchespublics.com/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://civb-box.ciscloudvalley.fr/index.php/s/RtRLHngc88cpNFj>

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

Additional information can be obtained from another address:

Official name: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

Contact person: Ms Frédérique Amrouni

E-mail: [famrouni@vins-bordeaux.fr](mailto:famrouni@vins-bordeaux.fr)

Telephone: +33 556002286

Fax: +33 556002282

**Internet address(es):**Main address: <http://civb.e-marchespublics.com>Address of the buyer profile: <http://civb.e-marchespublics.com/>**I.4. Type of the contracting authority**

Other type: Professional organization

**I.5. Main activity**

Other activity: Agri-food industry

**Section II: Object**

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

### **II.1.1. Title**

Marketing Consultancy Services – Japan 2021-2023

### **II.1.2. Main CPV code**

79413000 Marketing management consultancy services

### **II.1.3. Type of contract**

Services

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

The present call for tenders from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of marketing consulting services in Japan, for a maximum period of 36 months.

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

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

This contract is divided into lots: no

## **II.2. Description**

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

79416100 Public relations management services, 79416200 Public relations consultancy services

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

NUTS code: JP Japan

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

Performing market research

Generating advocacy among members of the trade and influencers

Recommending an annual marketing strategy and action plan

Liaising with Agencies to support the CIVB in coordinating the implementation of its marketing activities

Requesting and negotiating estimates from Agencies

Assisting the CIVB in coordinating the implementation

Working with members of the Bordeaux wine industry to develop and implement joint marketing activities

Monitoring and assessing the CIVB's marketing activities

Submitting periodic reports

### **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**

### **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: Regulation (EU) No 1308/2013; Regulation (EC) No555/2008.

#### **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:

Cover letter, including the mention 'Marketing Consultancy Services Japan 2021-2023', dated and signed by the candidate's duly authorized representative.

Identification form, accompanied by proof of corporate registration, if applicable.

Sworn statement.

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

#### **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: 12/03/2021 Local time: 23:59

##### **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: 14/03/2021 Local time: 12:00

**Section VI: Complementary information**

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**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: Conseil Interprofessionnel du Vin de Bordeaux

Town: Bordeaux

Country: France

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

05/02/2021