

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

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

Telephone: +33 556002266

Fax: +33 556002282

Internet address(es):Main address: www.bordeaux.comAddress 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/47r5zpngLtFNdzw>

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

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

II.1. Scope of the procurement

II.1.1. Title

Marketing Consultancy Services – United Kingdom 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 the United Kingdom, 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

II.2.3. Place of performance

NUTS code: UK United Kingdom

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

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 UK 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

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.2.6. Minimum time frame during which the tenderer must maintain the tender
Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders
Date: 14/03/2021 Local time: 12:00

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: Conseil Interprofessionnel du Vin de Bordeaux
Town: Bordeaux
Country: France

VI.5. Date of dispatch of this notice
05/02/2021