

Germany-Bodenheim: Advertising and marketing services

OJ S 28/2022 09/02/2022

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutsches Weininstitut GmbH

Postal address: Platz des Weines 2

Town: Bodenheim

NUTS code: DEB3J Mainz-Bingen

Postal code: 55294

Country: Germany

E-mail: vergabe@deutscheweine.de**Internet address(es):**Main address: <https://www.deutscheweine.de/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dtv.de/Satellite/notice/CXP4YWSRZFA/documents>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.dtv.de/Satellite/notice/CXP4YWSRZFA>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Other activity: Marketing

Section II: Object

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

Organisation of a Marketing Programme for German Wine in China

Reference number: DWI 2022-04

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The international activities of the DWI to promote the sale of quality wines from the 13 German wine-growing regions are focused on the most important consumer markets in Europe and

overseas, including PR China. In order to gain a market presence of German wines in China for the years 2023-2028, the strategy includes raising the interest of consumers for German wines and increasing or consolidating sales of German wine products in this country. To establish this market presence a Service Provider shall exercise consistent marketing and public relations work through multi-channel activities and provide information on German wines, German wine and sparkling wine producers and related topics relevant to the market.

II.1.5. Estimated total value

Value excluding VAT: 1 440 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

1. General Basic Services

a) Service Conditions

- The Service Provider shall ensure an appropriate infrastructure for the completion of his contractual obligations. This consists of offices fully equipped with all the common means and channels of modern communication. These include IT equipment, e-mail, internet, telephones, etc. The normal business and availability hours shall be made public and adhered to by the Service Provider.

b) General Information Service and Correspondence

- Particularly regarding exporters, importers, specialist retailers, catering trade, media and consumers.
- Consulting service for German wine and sparkling wine producers for entering or already working on the Chinese market.
- Creation and maintenance of a network of important and relevant contacts and multipliers in PR China in order to perform these responsibilities.

c) Public Relations

- Continuous monitoring of the Chinese media landscape
- Expert point of contact for media representatives
- Monthly summary of current media clippings (TV, print and internet)
- Reports on the current situation and changes in politics and the wine sector
- Creation and distribution of press releases
- Creation and distribution of information publications
- Invitation of journalist and trade delegations to Germany. Provide background information, book travel and implement a questionnaire after travel

d) Retail trade/Catering Trade/Importers/Wine Market

- Identifying market potentials, concrete needs and opportunities for cooperation for German wine and sparkling wine producers
- Continuous compilation and updating of lists of Chinese wine dealers, importers, distributors, supermarkets, top hotels and selected restaurants (including contact person for wine procurement)
- Adaptation of existing promotional material
- Distribution and shipment of promotional materials
- Selection and invitations of potential participants at multi-national information trips to the German wine-growing regions

e) Statistics/Market Research/Marketing Strategy for PR China

- Development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in PR China corresponding to the market situation and in line with the general strategy of DWI
- Transmission of statistics/market research
- Continuous transmission of statistics in relation to the use of social media (number of followers, etc.)
- Monthly report on activities" progress and media evaluation.

f) Other Services

- Cellarage of wines
- Production and Storage of POS material
- Attendance of an annual meeting of all Wines of Germany offices in Germany by the team leader/Head of Campaign (about 4 days)

g) Website maintenance

- The existing website available under www.winesofgermany.com.cn shall be maintained, regularly updated, further developed and hosted. In addition it shall be linked to all other social media channels in connection with the campaign. It shall contain all events and press releases as well as information on German wines in PR China, e.g. list of importers. Furthermore, it shall contain an easy-to-access event calendar that features events by third-party providers exclusively on German wines. A database of where German wines can be purchased in PR China shall also be added.
- All content management shall be provided by the bidder. He shall also host the required server. The existing website is currently hosted by an agency on a local server in China. This agency is contractually obliged to provide all information (including login and password) and transfer all conceivable legal positions to a new service provider to access and take full ownership and control of the Domains, Websites, Social Media Assets and Content, that were maintained for the DWI. The existing website is based on an Open Source Typo3 Content Management System (CMS) and is to be continued by the Service Provider using this CMS. The regular content creation as well as the content adaption and maintenance of the website about German wines are mandatory. In the case that new templates are needed the bidder shall ensure that the created content by the bidder or any third party is in line with the CI and CD of the DWI. This refers to any possible technical implementation of suitable templates, extensions, plugins, etc. including new content. The bidder shall ensure that the www.winesofgermany.com.cn content is checked daily for relevance of data and updated at least weekly.

h) Internet and Social Media

- Content creation and maintenance of all relevant social media networks (e.g. wechat, weibo, tiktok, etc.). Social media channels must be updated at least twice a week with unique content containing added value.

2. Additional Services

Upon separate request by the DWI, the Service Provider shall also perform the following tasks as additional services. These additional services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the Chinese market.

a) Media Relations/Trips to Germany

b) Special Press Conferences in Relation to Current Events

c) Other Marketing Activities

d) Events/Fairs/Presentations

3. Other administrative activities

II.2.5. Award criteria

Criteria below

Quality criterion - Name: B 1.1 Implementation concept - One-Day-Table presentation / Weighting: 10

Quality criterion - Name: B 1.2 Implementation concept - Restaurant and wine retailers campaign (Riesling weeks) / Weighting: 10

Quality criterion - Name: B 1.3 Education Programme / Weighting: 8,5

Quality criterion - Name: B 3. Conceptual ideas / Weighting: 13

Quality criterion - Name: B 4. Marketing strategy for PR China / Weighting: 8,5

Quality criterion - Name: C 1. Presentation - Makeup and structure of content / Weighting: 6

Quality criterion - Name: C 2. Presentation - Comprehensibility of the presented contents / Weighting: 6

Quality criterion - Name: C 3. Presentation - Overall impression of the presentation / Weighting : 8

Price - Weighting: 30

II.2.6. Estimated value

Value excluding VAT: 1 440 000,00 EUR

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

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

This contract is subject to renewal: yes

Description of renewals:

The term of the tender agreement commences on 1 January 2023 and shall expire on 31 December 2023 (which concludes one year). The contract will subsequently be extended five times for successive one-year periods unless it is terminated by either the DWI or the Service Provider by giving at least three months' written notice of termination. The maximum term for this tender agreement is six years. Accordingly, the tender agreement shall expire no later than 31 December 2028 or when the specified maximum volume according to § 2 (2) Sample contract (i.e. EUR 2,592,000.00 excluding VAT) has been reached, whichever occurs first.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 3 Objective criteria for choosing the limited number of candidates:

1. Reference "gastronomy and trade" sector in PR China

I. Duration / contractual relationship of reference - max. 8 points

II. Number of events carried out during the contractual relationship of the reference - max. 12 points

III. Field of the reference - max. 15 points

2. Reference "consumers" sector in PR China

I. Duration/contractual relationship of reference - max. 8 points

II. Number of events carried out during the contractual relationship of the reference - max. 12 points

III. Field of the reference - max. 15 points

3. Qualification of the team leader/Head of Campaign

I. Project experience with large campaigns - max. 7.5 points

II. Number of companies for which the team leader has run marketing campaigns - max. 7.5 points

4. Qualification of the project team

I. Professional or vocational training or further education courses - max. 5 points

II. Project experience based on years of work experience - max. 5 points

III. Project experience based on number of completed projects - max. 5 points

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.

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:

1) Self-declaration in accordance with §§ 123, 124 GWB (German Act Against Restraints of Competition)

The self-declaration in accordance with §§ 123, 124 GWB must be submitted and signed by every member involved in the case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

2) If applicable: Declaration for a bidding consortia and/or a loan of eligibility and/or the use of subcontractors

Note: The contracting authority will request an extract from the Central Trade Register from the Federal Office of Justice if the contract is worth more than EUR 30 000 about the bidder who is to be awarded the contract.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

1) Company presentation attachment.

2) Self-declaration confirming that you have professional/commercial liability insurance with a coverage of at least 1,000,000.00 EUR for each of personal injury and 200,000.00 EUR for each of property damage, or a declaration that you will obtain such insurance prior to the commencement of the contract.

3) Self-declaration of the annual turnover of the last two completed business years in EUR.

4) Self-declaration of the average number of employees - average number of employees in the last two completed business years.

Minimum level(s) of standards possibly required:

- Minimum annual turnover: The annual turnover of each of the last two completed business years shall amount to a minimum of EUR 200,000.00. If a bidder's annual turnover is lower than the minimum, its request to participate will not be considered.

- Minimum number of average annual employees: The annual average number of employees in the last two business years shall amount to a minimum of two. If a bidder's number of average employees is lower than the minimum, its request to participate will not be considered.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

1) Self-declaration confirming that you have an active network of multipliers in trade and gastronomy in the wine/food/beverage sector as well as contacts to trade and public media in PR China.

2) Self-certify the knowledge of the required languages:

Head of Campaign: Native language skills in Chinese and highly proficient in English with the ability to discuss business subjects including marketing, sales, and product management (minimum language level C1 according to the CEFR, Common European Framework of Reference for Languages).

Project team: Near native in Chinese (minimum CEFR language level C2) and highly proficient in English (minimum CEFR language level C1) with the ability to discuss business subjects including marketing, sales, and product management.

3) Self-declaration about the Staff or technical bodies that are planned to be involved in the provision of the services, regardless of whether they form part of the undertaking or not, in particular those staff members or bodies that will be responsible for quality control.

A. Qualification of the team leader/Head of Campaign

Information about relevant work experience of the team leader/Head of Campaign who will be in charge. In this context, please provide detailed information about the professional qualifications of the team leader/Head of Campaign who will be in charge.

The information must include in particular:

I. Project experience in large campaigns proven by reference projects with the annual budget indicated in EUR.

II. Number of companies in the food and beverages sector for which he or she has run marketing campaigns

B. Qualification of the team

Information about relevant work experience of the team members who will be involved in the project. In this context, please provide detailed information about the professional qualifications of the team that will conduct the project.

This must include in particular:

I. Wine-related professional or vocational training and further education courses

II. Wine-related professional experience, based on years of continuous work experience

III. Project experience in the alcoholic beverages sector, proven by completed projects

4) Provide appropriate references from contracts performed in the past of major services provided in the last five years (2017, 2018, 2019, 2020, 2021).

The references must include in particular:

I. Total project duration/contract term of the references

II. Number of marketing activities carried out during the contract term of the references with at least 10 participants (gastronomy and trade) or with at least 100 participants (consumers)

III. Fields of the references (food and beverages, beverages, alcoholic beverages).

Candidates must provide at least two appropriate references. To be appropriate, these references must be equivalent to the object of the contract described in the tender specifications. Equivalent means that the references must concern projects that are at least similar to the object of the present award procedure. To meet this requirement, the references must cover the following activities:

A. Reference 1 must cover several different marketing and PR activities for a client, with the "gastronomy and trade" sector in PR China as target group.

B. Reference 2 must cover several different marketing and PR activities for a client, with the "consumers" sector in PR China as target group.

To ensure comparability with the object of the present award procedure, the references 1 and 2 must refer to projects that have taken place in PR China.

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

It is a special condition relating to the performance of this contract that the applicants, members of bidding consortia and subcontractors have to declare the absence of a conflict of interest for participating in the procurement procedure.

A conflict of interest exists, in particular, for a (single) commercial importer/wholesaler of (German) wine. Due to the DWI's legal mandate and the European framework (Regulation (EU) No 1308/2013 and Notification SA.54935 (2019/N), DWI may only carry out non-competitive worldwide marketing activities in cooperation with German producers. Therefore, any measures that are taken have to basically benefit all (wine) producers of the (wine) product type concerned. It is not possible for a (German) wine importing or distributing company to represent the entire German wine industry - which is, in line with the legal mandate of the DWI, the major task of the winning agency, since there would always be doubts about the neutrality of this company when it comes to promoting wine. For this reason, such entities or individuals are not permitted to participate in this procurement procedure, neither as applicants, members of a bidding consortium or as a sub-contractor.

In case of bidding consortia, a self-declaration is required from each individual member of the consortium. Any applicant, member of a bidding consortium or sub-contractor not submitting this declaration will be excluded from further participation.

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

Competitive procedure with negotiation

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

In the case of framework agreements, provide justification for any duration exceeding 4 years:

The German Wine Institute has been working with foreign agencies for over 30 years. These agencies act as official representatives of the German Wine Institute. The target group consists of German wine producers, the media, the gastronomy and trade sector including end consumers in the respective target countries. The experience of over 30 years has shown that it takes at least three years for an agency to develop a sufficient network of members of the aforementioned target group and to be perceived as a representative of German wines in the target country by this target group. From a marketing perspective it has been proven that the initial investments made only start to amortize after this point in time. From this point on, after having built the network with the media and the gastronomy and trade sector and the mentioned representation is achieved, agency services start to become effective in a marketing sense, which enables the agencies to place marketing strategies and goals in an efficient way. The necessary investment volume on both

sides, on the service provider's and the client's side, is considered a recognized reason to deviate from the standard term of four (4) years for a framework contract by the public procurement jurisdiction.

IV.1.4. 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

IV.1.5. Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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: 08/03/2022 Local time: 11:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 04/02/2022

IV.2.4. Languages in which tenders or requests to participate may be submitted

German, English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31/08/2022

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

Bekanntmachungs-ID: CXP4YWSRZFA

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

Telephone: +49 4922-894990

Fax: +49 4922-89499163

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Undertakings have a right that the contracting authority complies with the relevant provisions governing public contract award procedures in Germany that protect bidders and applicants. If an economic operator who has an interest in the contract claims that its rights have been infringed by non-compliance with the provisions governing the procedure for the award of public contracts, it shall complain to the contracting authority within a time limit of ten calendar days (section 160(3) sentence 1 No 1 of the German Act against Restraints of Competition (GWB)). Violations that become apparent from the tender notice or from the tender documents must be notified to the contracting authority within the time limit specified in the tender notice for application or submission of a tender (section 160(3) sentence 1 No 2 and 3 of the German Act against Restraints of Competition (GWB)). If the contracting authority notifies the undertaking that it is unwilling to redress the latter's complaint, it shall be entitled to request the federal public procurement tribunal, within 15 days of receipt of such notification, to initiate review proceedings (section 160 (3) sentence 1 No 4 of the German Act against Restraints of Competition (GWB)). Bidders whose tenders will not be taken into account for the contract award shall be informed accordingly pursuant to section 134(1) of the German Act against Restraints of Competition. A contract must not be concluded prior to the expiry of 15 calendar days after this information has been sent by the contracting authority; if the information is sent electronically or by fax, the time limit shall be ten calendar days. The time limit starts on the day following the sending of the information by the contracting authority. A request for a review has to be filed in writing to the Federal Procurement Tribunal at the German competition authority, i. e. Vergabekammern des Bundes beim Bundeskartellamt, Vilemombler Straße 76, 53123 Bonn.

The language of the review proceeding is German.

VI.5. Date of dispatch of this notice

04/02/2022