

F-Paris: Cheese products
OJ S 55/2013 19/03/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL (Centre National Interprofessionnel de l'Economie Laitière)
Postal address: 42 rue de Châteaudun
Town: Paris
Postal code: 75314 Paris Cedex 09
Country: France
Contact person: Laurent Damiens
For the attention of: Denise Navarro
E-mail: dnavarro@cniel.com
Telephone: +33 149707100
Fax: +33 142806364

I.2. Type of the contracting authority

Other: The dairy interprofession regrouping milk farmers and the dairy industry

I.3. Main activity

Other: The dairy interprofession regrouping milk farmers and the dairy industry

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

A one year communications campaign in favour of the cheeses of France - special events / PR / press.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

Main site or place of performance: United States of America.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

The selected candidate's missions are as follows:

1. Design and implement a two-day - Cheeses of France – Pop Up Stores - in the cities of New York, Chicago and Seattle.

2. Hosting and Updating the existing Cheeses of France website: www.cheesesoffrance.com (see annex).

3. Organise Special events at the time of the summer Fancy Food Show, in New York City (details are included in the brief).

II.1.5. CPV code(s)

15540000 Cheese products

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 420 000,00 USD
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

competitive dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of
1. The criteria stated in the specifications, in the invitation to tender. Weighting 100

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

[2013/S 021-032856](#).

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 2011/S 171-281830

Lot title: A one year communications campaign in favour of the cheeses of France via special events / PR/ press

V.1. Date of conclusion of the contract

14.3.2013

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: sOPEXA/Food and Wines from France / Sopexa
Postal address: 250 Hudson Street - Suite 703
Town: New York
Postal code: New York, N.Y. 10013

Country: United States
E-mail: pauline.oudin@sopexa.com
Telephone: +1 2124779800
Fax: +1 2124734315

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 350 000,00 USD
Total value of the procurement:
Value: 420 000,00 USD
excluding VAT
If annual or monthly value:
Number of months: 9

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Tribunal Administratif de Paris
Postal address: 7, rue de Jouy
Town: Paris
Postal code: 75004
Country: France
E-mail: greffe.ta.paris@juradm.fr
Telephone: +33 144594400
Fax: +33 144594646

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

14.3.2013