

**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](mailto: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 in the USA via in store promotions.

**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 must be able to design and implement in-store promotions highlighting the cheeses of France to be held at the most important supermarket chains within the USA as well as reprint of existing promotional material.

The candidate must have a solid experience with the supermarket chains, as well as work with knowledgeable merchandisers who have a solid knowledge of the cheeses of France . The

Candidate will have to work in liaison with cheeses of France importers, French cheese companies settled in the USA. The candidate will also be capable of printing point of purchase material that will be used during the in-store promotions.

**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: 600 000,00 USD

---

**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**

Lowest price

**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 021-032867](#).

**IV.3.2. Previous publication concerning this procedure**

no

---

**Section V: Award of contract**

**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

Postal address: 250 Hudson Street, suite 703

Town: New York

Postal code: 10013

Country: United States

E-mail: [pauline.oudin@sopexa.com](mailto:pauline.oudin@sopexa.com)

Telephone: +1 2123867429

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

Total value of the procurement:

Value: 66 685,00 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](mailto: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