

F-Paris: Cheese products
OJ S 56/2013 20/03/2013
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 French dairy interprofession regrouping milk farmers and enterprises

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 media campaign in favour of the cheeses of France via media buying space on websites and print in the USA'

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 media buying agency's mission is to buy media space in and for the following:

1. Already produced video spots, to be aired on the most frequented websites by the consumer target . (details in brief).
2. Already produced banners to be aired on the most frequented websites by the trade target.
3. Already produced advertisements for print in upscale culinary and leisure magazines

The candidate will also propose the best consumer and trade websites as well as the best magazines in which the videos and ads should be aired / printed.

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: 850 000,00 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 021-032855](#)

IV.3.2. Previous publication concerning this procedure

Section V: Award of contract

V.1. Date of conclusion of the contract

15.3.2013

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

Telephone: +1 2123867429

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

Total value of the procurement:

Value: 850 000 USD

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

15.3.2013