

**France-Castanet-Tolosan: Advertising consultancy services**  
**OJ S 43/2019 01/03/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Interprofession des Vins du Sud-Ouest

Postal address: Centre INRA — Bâtiment CACG, chemin de Borde Rouge — BP 92123

Town: Castanet-Tolosan

NUTS code: FR France

Postal code: 31321

Country: France

E-mail: [c.aribaut@france-sudouest.com](mailto:c.aribaut@france-sudouest.com)

Telephone: +33 561738706

**Internet address(es):**

Main address: <http://www.france-sudouest.com/fr>

Address of the buyer profile: [https://marchesonline.achatpublic.com/sdm/ent/gen/ent\\_recherche.do](https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do)

**I.4. Type of the contracting authority**

Other type: Interprofession viticole

**I.5. Main activity**

Other activity: Interprofession agricole

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**Section II: Object**

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

**II.1.1. Title**

Promotion des vins du Sud Ouest aux Etats-Unis, Canada et Japon sur la base d'un plan d'action annuel (2019)

**II.1.2. Main CPV code**

79341100 Advertising consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Promotion des vins du Sud Ouest aux Etats-Unis, Canada et Japon sur la base d'un plan d'action annuel (2019).

**II.1.6. Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 428 679,14 EUR

## **II.2. Description**

### **II.2.1. Title**

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79341100 Advertising consultancy services

### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

Main site or place of performance: USA

### **II.2.4. Description of the procurement**

Lot 1: Etats Unis: Définition d'un plan de promotion annuel des vins du Sud Ouest (2019).

### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 70

Price - Weighting: 30

### **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: Reglement 1308/2013; 505/2008

### **II.2.14. Additional information**

## **II.2. Description**

### **II.2.1. Title**

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79341100 Advertising consultancy services

### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

Main site or place of performance: Canada

### **II.2.4. Description of the procurement**

Lot 2: Canada: Définition d'un plan de promotion annuel des vins du Sud Ouest (2019).

### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 70

Price - Weighting: 30

### **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: Reglement 1308/2013; 505/2008

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79341100 Advertising consultancy services

##### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

Main site or place of performance: Japoon

##### **II.2.4. Description of the procurement**

Lot 3: Japon: Définition d'un plan de promotion annuel des vins du Sud Ouest (2019).

##### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 70

Price - Weighting: 30

##### **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: Reglement 1308/2013; 505/2008

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **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: yes

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 166-378686](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9.**

## Information about termination of call for competition in the form of a prior information notice

### Section V: Award of contract

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**Contract No:** IVSO 2018

**Lot No:** 1

**Title:**

Promotion des vins du Sud Ouest aux Etats Unis sur la base d'un plan d'action annuel (2019)

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

17/12/2018

##### V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

##### V.2.3. Name and address of the contractor

Official name: SOPEXA

Postal address: 11 bis rue Toricelli

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75017

Country: France

Internet address: <https://sopexa.com/fr/>

The contractor is an SME: yes

##### V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 390 379,14 EUR

##### V.2.5. Information about subcontracting

The contract is likely to be subcontracted

### Section V: Award of contract

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**Contract No:** IVSO 2018

**Lot No:** 2

**Title:**

Promotion des vins du Sud Ouest au Canada sur la base d'un plan d'action annuel (2019)

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

17/12/2018

**V.2.2. Information about tenders**

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: SOPEXA

Postal address: 11 bis rue Toricelli

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75017

Country: France

Internet address: <https://sopexa.com/fr/>

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 38 300,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**Section V: Award of contract**

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**Contract No:** IVSO 2018

**Lot No:** 3

**Title:**

Promotion des vins du Sud Ouest au Japon sur la base d'un plan d'action annuel (2019)

A contract/lot is awarded: no

**V.1. Information on non-award**

**The contract/lot is not awarded**

No tenders or requests to participate were received or all were rejected

**Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal de grande instance de Toulouse

Postal address: 2 allée Jules Guesde

Town: Toulouse

Postal code: 31000

Country: France

Internet address: <https://www.annuaire-administration.com/tribunal-de-grande-instance/tribunal-de-grande-instance-de-toulouse-tgi-31555-01.html>

**VI.5. Date of dispatch of this notice**

26/02/2019