

**Luxembourg-Luxembourg: Multiple Framework contracts for the organisation of events, communication campaigns and market intelligence in third countries and in the EU**

OJ S 55/2018 20/03/2018

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Chafea

Postal address: Drosbach building A03/41

Town: Luxembourg

NUTS code: LU000 Luxembourg

Postal code: L-2920

Country: Luxembourg

Contact person: Ralitsa Yovcheva-Hahn

E-mail: [Chafea-Agri-Calls@ec.europa.eu](mailto:Chafea-Agri-Calls@ec.europa.eu)**Internet address(es):**Main address: <http://ec.europa.eu/chafea/agri/>**I.4. Type of the contracting authority**

European institution/agency or international organisation

**I.5. Main activity**

General public services

**Section II: Object**

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

Multiple Framework contracts for the organisation of events, communication campaigns and market intelligence in third countries and in the EU

Reference number: Chafea/2017/AGRI/06

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The call for tender concerns the organisation of events, communication campaigns and market intelligence in third countries and in the EU. The main purpose of the contracts is to provide services within the context of information provision and promotion measures concerning EU agricultural products. The implementation of these measures is managed by the Promotion of Agricultural Products Unit in Chafea. However, the framework contracts will be of interest to DG AGRI and to other Units in Chafea. Therefore, the secondary purpose of this contract is to

provide promotion and communication services in the field of common agriculture policy, public health, consumer policy and food safety.

**II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 71 100 000,00 EUR

**II.2. Description**

**II.2.1. Title**

Organisation of events and pavilions/stands in the EU  
Lot No: 2

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

79950000 Exhibition, fair and congress organisation services, 79416000 Public relations services

**II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified  
Main site or place of performance: All EU Member States.

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

The purpose of this lot is to provide services for the organisation of events and pavilions /stands in the EU. The main activities to be implemented under this lot are: seminars, workshops and other events; study visits in the EU Member States; pavilions/stands at fairs in the EU. For more details see the tender specifications.

**II.2.5. Award criteria**

Quality criterion - Name: Price is not the only award criterion and all criteria are stated in the procurement / Weighting: 60  
Price - Weighting: 40

**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:

**II.2.14. Additional information**

The services of Lot 2 will be ordered through the cascade system (without reopening of competition). The Contracting Authority will establish a ranking of maximum three (3) contractors by descending order who achieved the highest scores during the award of the FWCs.

**II.2. Description**

**II.2.1. Title**

Market Intelligence in third countries  
Lot No: 3

**II.2.2.**

**Additional CPV code(s)**

79310000 Market research services, 15000000 Food, beverages, tobacco and related products

**II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

Main site or place of performance: Third countries outside the EU.

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

The purpose of this Lot is to provide information on third countries' agri-food markets to EU SMEs and other stakeholders from the sector. Mostly, the information will be gathered in reports. The contractors will have to present the market reports (full or Synopsis) to EC representatives or during meetings/events organised or via webinars. The contractors may be requested to present key information or data in graphic visual representation (e.g. info graphics, country fact sheets, checklists or others). For more details see the tender specifications.

**II.2.5. Award criteria**

Quality criterion - Name: Price is not the only award criterion and all criteria are stated in the procurement / Weighting: 60

Price - Weighting: 40

**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:

**II.2.14. Additional information**

The contracting authority has decided to sign a single framework contract instead of multiple framework contracts in cascade, as only one admissible tender was received.

**II.2. Description****II.2.1. Title**

Information, communication and marketing campaigns or actions

Lot No: 4

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

79413000 Marketing management consultancy services, 79416000 Public relations services, 79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

Main site or place of performance: All EU Member States and third countries outside the EU.

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

Under this lot the contractor will deliver services for the organisation of information, communication or marketing campaigns or parts of a campaign. For more details see the tender specifications.

**II.2.5. Award criteria**

Quality criterion - Name: Price is not the only award criterion and all criteria are stated in the procurement / Weighting: 60

Price - Weighting: 40

#### **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:

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

Contracts under Lot 4 will be awarded following the principle of reopening of competition between all contractors of the FWCs. The FWCs will be awarded to maximum five (5) contractors who achieved the highest scores during the award of the FWCs.

### **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**

The procurement involves the establishment of a framework agreement

##### **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: [2017/S 102-203727](#)

##### **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:** Chafea/2017/AGRI/06 Lot 2 MOSTRA

**Lot No:** 2

**Title:**

Organisation of events and pavilions/stands in the EU

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

15/02/2018

**V.2.2. Information about tenders**

Number of tenders received: 8

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 8

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Mostra SA

National registration number: 0429063662

Postal address: 1001 Chaussée d'Alseberg

Town: Brussels

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 1180

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 22 000 000,00 EUR

Total value of the contract/lot: 22 000 000,00 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:** Chafea/2017/AGRI 06 Lot 2 TEAMWORK

**Lot No:** 2

**Title:**

Organisation of events and pavilions/stands in the EU

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

15/02/2018

**V.2.2. Information about tenders**

Number of tenders received: 8

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 8

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Teamwork SAS

National registration number: 391325792

Postal address: 8 rue du Dahomey

Town: Paris  
NUTS code: FR1 Ile-de-France  
Postal code: 75011  
Country: France  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 22 000 000,00 EUR  
Total value of the contract/lot: 22 000 000,00 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:** Chafea/2017/AGRI/06 Lot 3 AGRA

**Lot No:** 3

**Title:**

Market Intelligence in third countries

A contract/lot is awarded: yes

**V.2. Award of contract**

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

08/02/2018

**V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: AGRA CEAS Consulting SA

National registration number: 0418044660

Postal address: 20-22 rue du Commerce

Town: Brussels

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 100 000,00 EUR

Total value of the contract/lot: 1 100 000,00 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:** Chafea/2017/AGRI/06 Lot 4 Mostra

**Lot No:** 4

**Title:**

Information, communication and marketing campaigns or actions

A contract/lot is awarded: yes

### V.2. Award of contract

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

15/02/2018

#### V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 5

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 0

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

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

Official name: MOSTRA SA

Postal address: 1001 Chaussee d'Alseberg

Town: Brussels

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 1180

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 30 000 000,00 EUR

Total value of the contract/lot: 30 000 000,00 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:** Chafea/2017/AGRI/06 Lot 4 Hill & Knowlton

**Lot No:** 4

**Title:**

Information, communication and marketing campaigns or actions

A contract/lot is awarded: yes

### V.2. Award of contract

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

15/02/2018

**V.2.2. Information about tenders**

Number of tenders received: 6  
Number of tenders received from SMEs: 4  
Number of tenders received from tenderers from other EU Member States: 5  
Number of tenders received from tenderers from non-EU Member States: 1  
Number of tenders received by electronic means: 0  
The contract has been awarded to a group of economic operators: yes

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

Official name: Hill & Knowlton International Belgium NV  
National registration number: 405731006  
Postal address: rue Montoyer 51 BTE 7  
Town: Brussels  
NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest  
Postal code: 1000  
Country: Belgium  
The contractor is an SME: no

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

Official name: Kantar Public  
National registration number: 0428913808  
Postal address: 49-53 rue du Marais  
Town: Brussels  
NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest  
Postal code: 1000  
Country: Belgium  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 30 000 000,00 EUR  
Total value of the contract/lot: 30 000 000,00 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:** Chafea/2017/AGRI/06 Lot 4 Ecorys

**Lot No:** 4

**Title:**

Information, communication and marketing campaigns or actions

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

15/02/2018

**V.2.2. Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 4  
Number of tenders received from tenderers from other EU Member States: 5  
Number of tenders received from tenderers from non-EU Member States: 1  
Number of tenders received by electronic means: 0  
The contract has been awarded to a group of economic operators: yes

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

Official name: Ecorys Brussels NV  
National registration number: 0808974951  
Postal address: 12 rue Belliard  
Town: Brussels  
NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest  
Postal code: 1040  
Country: Belgium  
The contractor is an SME: no

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

Official name: Burson-Marsteller Sprl  
National registration number: 0425042518  
Postal address: 37 Square de Meeus  
Town: Brussels  
NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest  
Postal code: 1000  
Country: Belgium  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 30 000 000,00 EUR  
Total value of the contract/lot: 30 000 000,00 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:** Chafea/2017/AGRI/06 Lot 4 GOPA COM

**Lot No:** 4

**Title:**

Information, communication and marketing campaigns or actions

A contract/lot is awarded: yes

**V.2. Award of contract**

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

15/02/2018

**V.2.2. Information about tenders**

Number of tenders received: 6  
Number of tenders received from SMEs: 4  
Number of tenders received from tenderers from other EU Member States: 5  
Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 0

The contract has been awarded to a group of economic operators: yes

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

Official name: GOPA COM GC

National registration number: 0462293288

Postal address: 2 boulevard de la Woluwe

Town: Brussels

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 1150

Country: Belgium

The contractor is an SME: yes

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

Official name: Edelman Public Relations Worldwide NV/SA

National registration number: 0458647177

Postal address: 28 avenue Marnix

Town: Brussels

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 1000

Country: Belgium

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 30 000 000,00 EUR

Total value of the contract/lot: 30 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

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**Section VI: Complementary information**

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Court of Justice of the European Union

Postal address: boulevard Konrad Adenauer Kirchberg

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

Internet address: <http://curia.europa.eu/>

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

08/03/2018