

**France-Paris: Market research services**  
**OJ S 57/2021 23/03/2021**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: CNIEL (Centre National Interprofessionnel de l'Economie Laitière)

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: [jpintacosta@cniel.com](mailto:jpintacosta@cniel.com)

Telephone: +33 149707138

**Internet address(es):**

Main address: <http://www.filiere-laitiere.fr/fr>

Address of the buyer profile: <https://www.achatpublic.com/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.achatpublic.com/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.achatpublic.com/>

Tenders or requests to participate must be submitted to the abovementioned address

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

Other type: Body governed by public law

**I.5. Main activity**

Other activity: Dairy Interbranch Organization

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**Section II: Object**

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

**II.1.1. Title**

Design and Implementation of an Evaluation Survey of a Collective Information Provision and Promotion Measure in Favor of European Cheeses in Brazil 2022-2024

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3.**

## **Type of contract**

Services

### **II.1.4. Short description**

Design and implementation of an evaluation survey of a campaign which strategy is to quickly promote and implement a communication and promotion scheme for Cheeses from European and French agriculture in order to better position them in the target market against other import cheeses (Argentina, Uruguay, USA.)

The programme aims to raise awareness, knowledge and accessibility of EU cheeses by:

- educating the targets to the use of cheese;
- promotional and communication actions that will enable targets to be made aware of the use /use of cheese;
- finally, to increase the volumes of European cheese exports.

The campaign aims to rapidly increase European cheese consumption in target markets by developing events, point-of-sale information activities and information actions.

### **II.1.5. Estimated total value**

Value excluding VAT: 59 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

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

NUTS code: BR Brazil

NUTS code: FR France

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

Design and implementation of an evaluation survey of a campaign which strategy is to quickly promote and implement a communication and promotion scheme for Cheeses from European and French agriculture in order to better position them in the target market against other import cheeses (Argentina, Uruguay, USA.)

The programme aims to raise awareness, knowledge and accessibility of EU cheeses by:

- educating the targets to the use of cheese in-line with local consumption habits but also in-line with major international trends promoting the role of European gastronomic culture and therefore the products used to emulate them;
- promotional and communication actions that will enable targets to be made aware of the use /use of cheese;
- finally, to increase the volumes of European cheese exports.

The campaign aims to rapidly increase European cheese consumption in target markets by developing events, point-of-sale information activities and information actions.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

Value excluding VAT: 59 000,00 EUR

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: no

## **II.2.10. Information about variants**

Variants will be accepted: no

## **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: Design and implementation of a collective information provision and promotion measure in Favor of European Cheese in Brazil 2022-2024.

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

# **Section III: Legal, economic, financial and technical information**

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## **III.1. Conditions for participation**

### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

The applicant to which it is planned to award the contract must also provide:

- an official record of criminal convictions; if the preferred bidder is located abroad, that bidder must provide the relevant record or, in the last resort, an equivalent document issued by the relevant judicial or administrative authority of its country of origin or establishment, attesting that the bidder is not excluded from tender procedures;
  - the documents provided for in Articles D. 8222-5 or D. 8222-7 and D. 8222-8 or D. 8254-2 to D. 8254-5 of the French Labor Code, which must be provided every 6 months until the end of the performance of the contract;
  - the attestations and certificates issued by the relevant administrations and organisations which prove that the bidder has complied with its tax and social security obligations. If the preferred bidder is abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment;
  - form ATTR11 (Deed of Commitment) dated and signed by the person who is legally empowered to make binding commitments on behalf of the bidder (for groupings, the contract agreement form must be a single document) that the CNIEL will duly complete and send. In the event of the use of sub-contracting that is declared when the bid is submitted, the applicant must provide the CNIEL with a declaration that states:
    - the nature of the services that are sub-contracted;
    - the name of the person, the commercial name or the corporate name and the address of the proposed sub-contractor;
    - the maximum amount of the monies to be paid to the sub-contractor;
    - the payment conditions provided for in the draft sub-contracting agreement and, as applicable, any price variation terms;
    - as applicable, the sub-contractor's capacities on which the applicant has based its choice.
- The applicant shall also provide the CNIEL with a declaration by the sub-contractor which states that the sub-contractor is not subject to a prohibition on bidding.
- The notification of the contract to one of the bidders shall entail acceptance of the sub-contractor and approval of the payment conditions.
- The preferred bidder shall provide these documents to the purchaser within the deadline that will be notified to it.

If these documents are not provided within the stipulated time-limit, the selected applicant's bid will be rejected, and the applicant eliminated. The following applicant in the ranking of the bids will then be asked to provide these documents before the contract is awarded to it.

### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

- the attestations and certificates issued by the relevant administrations and organisations which prove that the bidder has complied with its tax and social security obligations. If the preferred bidder is established abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment;
- the extract from the accounts (tax filings) for the last 3 years and, if applicable, the turnover of the field of activity covered by the contract, covering the last 3 years available.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- list of similar services provided over the past 3 years. The candidate will indicate the amount, the date and the name of the public or private client while respecting any confidentiality obligations; In the event of an application in the form of a consortium, the candidate specifies the form of the consortium (joint or several, it being specified that only a joint and several consortium may be awarded the contract (cf. art. 10 below)), designates the representative of the consortium and produces the mandate empowering the agent to validly bind the group;
- a statement indicating the candidate's average annual workforce and the size of managerial staff for each of the past 3 years;
- a description of the material and human resources of the candidate justifying his ability to perform the services requested.

## **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 26/04/2021 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English, French

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

#### **IV.2.7.**

## Conditions for opening of tenders

Date: 26/04/2021 Local time: 15:00

### Section VI: Complementary information

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#### VI.1. Information about recurrence

This is a recurrent procurement: no

#### VI.3. Additional information

The opening of tenders will take place between 26 April 2021 and 30 April 2021.

#### VI.4. Procedures for review

##### VI.4.1. Review body

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

##### VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

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

18/03/2021