

France-Paris: Business and management consultancy and related services
OJ S 55/2023 17/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL INTERPROFESSION LAITIERE FRANCAISE

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: PARIS

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Emilie MARTIN

E-mail: emartin@cniel.com

Telephone: +86 13641244445

Internet address(es):

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

Address of the buyer profile: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

I.4. Type of the contracting authority

Other type: Dairy organisations

I.5. Main activity

Other activity: Agri-food

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Creation and development of a multi country programme on cheeses of Europe in third countries coordinated by EMF implemented by AMA (Austria) and CNIEL (France) 2023-2025

II.1.2. Main CPV code

79400000 Business and management consultancy and related services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of the contract is the selection of a communication agency for the creation and development of a multi country programme on cheeses of Europe "Europe, home of cheese", in third countries (Canada, India, Singapore, Vietnam and Indonesia), in order to develop a

proposal that will provide the best response to implement the programme described in the brief. This programme will be coordinated by EMF and implemented by two Dairy organisations: AMA (Austria) et Cniel (France).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 235 999,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: CA Canada

NUTS code: ID Indonesia

NUTS code: IN India

NUTS code: SG Singapore

NUTS code: VN Vietnam

II.2.4. Description of the procurement

The purpose of the contract is the selection of a communication agency for the creation and development of a multi country programme on cheeses of Europe "Europe, home of cheese", in third countries (Canada, India, Singapore, Vietnam and Indonesia) in order to develop a proposal that will provide the best response to implement the programme described in the brief. This programme will be coordinated by EMF and implemented by two Dairy organisations: AMA (Austria) et Cniel (France).

II.2.5. Award criteria

Quality criterion - Name: Answer to the briefing, rationale, relevance of the strategy to targets and market / Weighting: 20

Quality criterion - Name: Quality of the proposal, quality of the actions/activities and declination of the program (temporality) / Weighting: 20

Quality criterion - Name: Quality and quality content of tools proposed in relation to actions / Weighting: 10

Quality criterion - Name: Relevance of the campaign's signature and creative concepts (adequacy with proposed actions and targeted objectives) / Weighting: 10

Quality criterion - Name: Quality of the proposed organization: structure of the agency and competence of the team for the realization of the services of the markets, project organisation and management structure specific to a multi markets programme / Weighting: 15

Cost criterion - Name: Budget - Cost effectiveness: Budget breakdown with regard to activities /markets/and especially expected results; respect of the Agency fees criteria mentioned in the tender specifications documents / Weighting: 25

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: Project 101094983 — EMF CHEESE TC 23

II.2.14. Additional information

Contracts notices : 2023-OJS023-067148 and 2023-OJS026-076457

Section IV: Procedure

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: [2023/S 023-067148](#)

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

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/03/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: Société pour l'Expansion des Ventes des Produits Agricoles et Alimentaires (SOPEXA)

National registration number: 775670110

Town: PARIS

NUTS code: FR France

Country: France

Internet address: www.sopexa.com

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: SOPEXA SINGAPOUR

Town: SINGAPORE

NUTS code: SG Singapore

Country: Singapore

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: SOPEXA CANADA (Ltée)

Town: MONTREAL

NUTS code: CA Canada

Country: Canada

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 3 235 999,00 EUR

Total value of the contract/lot: 3 235 999,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

The candidature of the winning tenderer for this contract emanates legally from the following jointly and severally liable group:

Leader : Sopexa SA

Acting on its own and through its affiliate (branch) Sopexa Singapour

Other members: Sopexa Canada (Ltée)

The members are jointly and severally liable

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Tribunal de Grande Instance de Paris

Postal address: 29-45 Avenue de la Porte de Clichy

Town: PARIS

Postal code: 75017

Country: France

Telephone: +33 14432515-1

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: 29-45 Avenue de la Porte de Clichy

Town: PARIS

Postal code: 75017

Country: France

Telephone: +33 14432515-1

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

VI.5. Date of dispatch of this notice

13/03/2023