

France-Castanet-Tolosan: Advertising consultancy services
OJ S 66/2021 06/04/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Interprofession des vins du Sud-Ouest

Postal address: Centre INRA, chemin de Borde Rouge, CS 52637

Town: Castanet-Tolosan cedex

NUTS code: FR France

Postal code: 31321

Country: France

E-mail: Nathalie@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

I.4. Type of the contracting authority

Other type: Interprofession viticole

I.5. Main activity

Other activity: Interprofession viticole

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Promotion des vins du Sud-Ouest aux États-Unis sur la base d'un plan d'action triennal (2021-2023), tranche ferme et tranches conditionnelles

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 États-Unis sur la base d'un plan d'action triennal (2021-2023), tranche ferme et tranches conditionnelles.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 500 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FRJ2 Midi-Pyrénées

II.2.4. Description of the procurement

Promotion des vins du Sud-Ouest aux États-Unis sur la base d'un plan d'action triennal (2021-2023), tranche ferme et tranches conditionnelles.

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: Règlement (CE) n° 555/2008. Règlement (UE) n° 1306/2013.
Règlement d'exécution (UE) n° 908/2014.

II.2.14. Additional information

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: [2020/S 252-636567](#)

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

Contract No: Ivso21

Lot No: 1

Title:

Promotion des vins du Sud-Ouest aux États-Unis sur la base d'un plan d'action triennal (2021-2023), tranche ferme et tranches conditionnelles

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/02/2021

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: Sopexa USA

Postal address: 250 Hudson Street Suite 703

Town: New York City

NUTS code: US United States

Country: United States

Internet address: <https://sopexa.com/en/usa/>

The contractor is an SME: yes

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

Total value of the contract/lot: 1 500 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: lvso21

Lot No: 1

Title:

Promotion des vins du Sud-Ouest aux États-Unis sur la base d'un plan d'action triennal (2021-2023), tranche ferme et tranches conditionnelles

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/02/2021

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: Sopexa USA

Postal address: 250 Hudson Street Suite 703

Town: New york City
NUTS code: US United States
Country: United States
Internet address: <https://sopexa.com/en/usa/>
The contractor is an SME: yes

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

Total value of the contract/lot: 1 500 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

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 allées Jules Guesde
Town: Toulouse
Postal code: 31000
Country: France
Internet address: <http://www.justice.gouv.fr/>

VI.5. Date of dispatch of this notice

01/04/2021