

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

OJ S 102/2017 30/05/2017

Contract 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: 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.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=2521>

Additional information can be obtained from the abovementioned address

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

**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.

**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 the Agricultural Products Unit in Chafea. However, the framework contracts will be of interest to DG Agriculture and Rural Development 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.1.5. Estimated total value**

Value excluding VAT: 71 100 000,00 EUR

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

This contract is divided into lots: yes  
Tenders may be submitted for all lots

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

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

Organisation of events and EU pavilions/stands in third countries  
Lot No: 1

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

79950000 Exhibition, fair and congress organisation services, 15000000 Food, beverages, tobacco and related products, 79416000 Public relations services

#### **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 services for the organisation of events and EU pavilions /stands in third countries. The main activities to be implemented under this lot are: high-level business delegations; seminars, workshops and other events; EU pavilions/stands at trade fairs in third countries. For more details see the tender specifications.

#### **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: 18 000 000,00 EUR

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

Duration in months: 12  
This contract is subject to renewal: yes  
Description of renewals:  
The contracts may be automatically renewed for 3 additional 12 months under the same conditions, unless written notification to the contrary is sent by the contracting authority before the expiry date of the framework contracts.  
The total duration of each framework contract shall not exceed 48 months.

#### **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:

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

The services of lot 1 will be ordered through the cascade system (without reopening of competition). The contracting authority will establish a ranking of maximum 3 contractors by descending order who achieved the highest scores during the award of the FWCs.

## **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**

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: 22 000 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

The contracts may be automatically renewed for 3 additional 12 months under the same conditions, unless written notification to the contrary is sent by the contracting authority before the expiry date of the framework contracts.

The total duration of each framework contract shall not exceed 48 months.

### **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:

### **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 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**

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: 1 100 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

The contracts may be automatically renewed for 3 additional 12 months under the same conditions, unless written notification to the contrary is sent by the contracting authority before the expiry date of the framework contracts.

The total duration of each framework contract shall not exceed 48 months.

### **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:

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

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

## **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**

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: 30 000 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

The contracts may be automatically renewed for 3 additional 12 months under the same conditions, unless written notification to the contrary is sent by the contracting authority before the expiry date of the framework contracts.

The total duration of each framework contract shall not exceed 48 months.

### **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:

#### **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 5 contractors who achieved the highest scores during the award of the FWCs.

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

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

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

### **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  
Framework agreement with several operators Envisaged maximum number of participants to the framework agreement: 14

##### **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: 15/09/2017

##### **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, Bulgarian, Danish, German, Greek, Estonian, Finnish, French, Irish, Croatian, Hungarian, Italian, Latvian, Lithuanian, Maltese, Dutch, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, Swedish, Czech

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

Duration in months: 6 (from the date stated for receipt of tender)

##### **IV.2.7. Conditions for opening of tenders**

Date: 26/09/2017 Local time: 10:00

Place:

Chafea premises, 12, rue Guillaume Kroll, Drosbach building, meeting room A03/043.

Information about authorised persons and opening procedure: A maximum of 2 representatives per tender can attend the opening of tenders as provided in Section IV.2.7 of

the contract notice. For organisational and security reasons, the tenderer must provide the full name and ID or passport number of the representatives at least 3 working days in advance to: Chafea-AGRI-CALLS@ec.europa.eu

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **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: 2925  
Country: Luxembourg  
Internet address: <http://curia.europa.eu/>

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

18/05/2017