

Germany-Bodenheim: Advertising and marketing services

OJ S 86/2020 04/05/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutsches Weininstitut

Postal address: Platz des Weines 2

Town: Bodenheim

NUTS code: DEB3J Mainz-Bingen

Postal code: 55294

Country: Germany

E-mail: vergabe@deutscheweine.de**Internet address(es):**Main address: <http://www.deutscheweine.de>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.evergabe-online.de/tenderdetails.html?id=323995>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.evergabe-online.de/tenderdetails.html?id=323995>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Other activity: Marketing

Section II: Object

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

Organisation of a Marketing Programme for German Wine in Hong Kong (Lot 1) and Taiwan (Lot 2)

Reference number: DWI 2020-15

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The German Wine Institute (DWI) is looking for an agency/service provider for the years 2021-2024 in Hong Kong (Lot 1) and Taiwan (Lot 2) to develop and execute public relations and marketing activities in line with the goals set forth in the German Wine Institute's marketing strategy.

The aims of the marketing programme include raising consumers' interest in German wines in Hong Kong (Lot 1) and Taiwan (Lot 2) and increasing and consolidating sales of German wine products. The agency must have an excellent network of contacts in its respective foreign market to collaborate with the DWI, particularly with regard to the beverage/wine trade, gastronomy and the media, as well as contacts to local administration, businesses and service providers.

II.1.5. Estimated total value

Value excluding VAT: 248 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Organisation of a Marketing Programme for German Wine in Hong Kong

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE Deutschland

Main site or place of performance: Hong Kong.

II.2.4. Description of the procurement

Within the scope of public relations work and marketing activities the service provider shall, upon separate order by the DWI, perform the tasks specified in the Appendix A 2. Tender specifications of the tender documents. These services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the Hong Kong market.

In particular, the service provider shall perform the following tasks:

(a) Media relations/trips to Germany

Invitations, travel arrangements and possible accompanying of media trips for the Hong Kong media, sommeliers and retailers to the wine-growing regions of Germany.

(b) Press conferences in relation to current events

Selection of journalists, invitation, preparation of information packs and rooms, hosting of the conference and assisting the DWI in discussions with media representatives.

(c) Events/presentations

Organisation of events (including e.g. trade fairs, online events, etc.) for the media, sommeliers, beverage retailers, restaurateurs, consumers, etc. upon suggestion by the service provider or the client (e.g. ProWine Asia in Hong Kong, Vinexpo Hong Kong, etc.), including any necessary or useful accompanying measures for the events such as creating and producing advertising materials, organising accompanying seminars, etc. The theme, the venue, the type of event and, if necessary, the German wines to be presented at the venue

shall be agreed with the client beforehand. The service provider shall undertake the promotion, organisation and management of the event, including the provision of translation services, if necessary.

(d) Seminars

Coordination of seminars (e.g. classroom teaching, eLearning, etc.) with e.g. local wine schools to spread knowledge about German wine including the procurement of wine in Hong Kong.

(e) Other marketing activities

By arrangement, the service provider undertakes to carry out further marketing activities to be specified by the client with a view to increasing interest in German wines and/or increasing or consolidating sales of German wine products. The service provider also undertakes to carry out, by arrangement, general promotion activities (please refer to, e.g., Regulation (EU) No 1144/2014 of 22 October 2014), which may be co-financed by the European Union and/or other national structural funds. Those general promotion programmes may include marketing activities for other eligible agricultural products, which then will also be marketed by the Service Provider within these promotion programmes.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: 1.1) Presentation of the implementation concept / Weighting: 25

Quality criterion - Name: 1.2) Timetable and cost planning / Weighting: 10

Quality criterion - Name: 1.3) Accompanying events/supporting programme / Weighting: 10

Quality criterion - Name: 1.4) Marketing and public relations activities / Weighting: 5

Quality criterion - Name: 2.1) Qualification of the staff involved in disseminating knowledge about wine / Weighting: 20

Price - Weighting: 30

II.2.6. Estimated value

Value excluding VAT: 160 000,00 EUR

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

Start: 01/01/2021 End: 31/12/2021

This contract is subject to renewal: yes

Description of renewals:

The term of the framework agreement is 1 year. The framework agreement is renewed for a further year in each case unless the client or service provider terminates the agreement in writing 3 months before the expiry date. The maximum duration of the framework agreement is 4 years. Accordingly, the framework agreement shall end on 31 December 2024 (planned) at the latest.

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Organisation of a Marketing Programme for German Wine in Taiwan
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: DE Deutschland

Main site or place of performance: Taiwan.

II.2.4. Description of the procurement

Within the scope of public relations work and marketing activities the service provider shall, upon separate order by the DWI, perform the tasks specified in Appendix A 2. Tender specifications of the tender documents. These services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the Taiwanese market.

In particular, the service provider shall perform the following tasks:

(a) Media relations/trips to Germany

Invitations, travel arrangements and possible accompaniment of trips for the Taiwanese media, sommeliers, retailers, educators, etc. to the wine-growing regions of Germany.

(b) Press conferences in relation to current events

Selection of journalists, invitation, preparation of information packs and rooms, hosting of the conference assisting the DWI in discussions with media representatives.

(c) Events/presentations

Organisation of events (including e.g. trade fairs, online events, etc.) for the media, sommeliers, beverage retailers, restaurateurs, consumers, etc. upon suggestion by the service provider or the client (e.g. Riesling Weeks, etc.) including any necessary or useful accompanying measures for the events such as creating and producing advertising materials, organising accompanying seminars, etc. The theme, the venue, the type of event and, if necessary, the German wines to be presented at the venue shall be agreed with the Client beforehand. The service provider shall undertake the promotion, organisation and management of the event, including the provision of translation services, if necessary.

(d) Seminars

Coordination of seminars (e.g. classroom teaching, eLearning, etc.) with e.g. local wine schools to teach about German wine including the procurement of wine in Taiwan.

(e) Other marketing activities

By arrangement, the service provider undertakes to carry out further marketing activities to be specified by the client with a view to increasing interest in German wines and/or increasing or consolidating sales of German wine products. The service provider also undertakes to carry out, by arrangement, general promotion activities (please refer to, e.g., Regulation (EU) No 1144/2014 of 22 October 2014), which may be co-financed by the European Union and/or other national structural funds. Those general promotion programmes may include marketing activities for other eligible agricultural products, which then will also be marketed by the service provider within these promotion programmes.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: 1.1) Presentation of the implementation concept / Weighting: 25

Quality criterion - Name: 1.2) Timetable and cost planning / Weighting: 10

Quality criterion - Name: 1.3) Accompanying events/supporting programme / Weighting: 10

Quality criterion - Name: 1.4) Marketing and public relations activities / Weighting: 5
Quality criterion - Name: 2.1) Qualification of the staff involved in disseminating knowledge about wine / Weighting: 20
Price - Weighting: 30

II.2.6. Estimated value

Value excluding VAT: 88 000,00 EUR

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

Start: 01/01/2021 End: 31/12/2021

This contract is subject to renewal: yes

Description of renewals:

The term of the framework agreement is 1 year. The framework agreement is renewed for a further year in each case unless the client or service provider terminates the agreement in writing 3 months before the expiry date. The maximum duration of the framework agreement is 4 years. Accordingly, the framework agreement shall end on 31 December 2024 (planned) at the latest.

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:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

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:

- cover letter, including the mention 'Organisation of a marketing programme for German Wine in Hong Kong and Taiwan' and specifying the lot(s) in respect of which the proposal is being submitted, dated and signed by the candidate's duly authorised representative.
- Self-declaration in accordance with §§ 123, 124 GWB (German Act Against Restraints of Competition).
- The self-declaration in accordance with §§ 123, 124 GWB must be submitted and signed by every member involved in the case of a bidding consortium and/or subcontractors.
- If applicable: Declaration for a consortium and the use of sub-contractors.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Company presentation attachment.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- self-declaration confirming that you have an active network of multipliers in trade and gastronomy in the wine/food/beverage sector as well as contacts to trade and public media in Hong Kong (for Lot 1) and/or Taiwan (for Lot 2);
- self-declaration about the technical specialist staff or technical bodies that are planned to be involved in the provision of the services, regardless of whether they form part of the undertaking or not, in particular those staff members or bodies that will be responsible for quality control;
- self-declaration about the knowledge of the required languages: Chinese as native language (Cantonese/traditional Chinese) and excellent English language skills (B2) of technical specialist staff;
- provide appropriate references from contracts performed in the past, in the form of a list of major services provided in the last 3 years (2017, 2018, 2019).

Bidders must provide at least three appropriate references. To be appropriate, these projects must be equivalent to the object of the contract described in the tender specifications.

Equivalent means that the references must concern projects that are at least similar to the object of the present award procedure. To meet this requirement, the references must cover the following activities:

— Reference 1:

Lot 1: Organisation of an end-consumer event in the beverages sector in Hong Kong;

Lot 2: Organisation of an end-consumer event in the beverages sector in Taiwan.

• Reference 2:

Lot 1: Organisation of a trade visitor event in the beverages sector in Hong Kong;

Lot 2: Organisation of a trade visitor event in the beverages sector in Taiwan.

• Reference 3:

Lot 1: Production of journalistic texts dealing with wine-related topics in both Cantonese and English;

Lot 2: Production of journalistic texts dealing with wine-related topics in both Cantonese and English.

Several references may be provided to demonstrate your experience in the respective fields.

To ensure comparability with the object of the present award procedure, the references 1 and 2 must refer to events that have taken place in the respective target country. The organisation of a promising event that is comparable to the object of this award procedure requires an existing and proven network of contacts to administrative bodies, licensing authorities, politics, economy, local multipliers and media for the realisation in the respective foreign market. If the DWI had the corresponding networks in the respective foreign markets, it would itself be able to organise marketing activities in these countries. For this reason, the corresponding references must refer to projects in the respective foreign market in order to be comparable to the object of the present award procedure.

Minimum level(s) of standards possibly required:

- provide appropriate references from contracts performed in the past, in the form of a list of major services provided in the last 3 years (2017, 2018, 2019).

Bidders must provide at least three appropriate references. To be appropriate, these projects must be equivalent to the object of the contract described in the tender specifications.

Equivalent means that the references must concern projects that are at least similar to the object of the present award procedure. To meet this requirement, the references must cover the following activities:

— Reference 1:

Lot 1: Organisation of an end-consumer event in the beverages sector in Hong Kong;

Lot 2: Organisation of an end-consumer event in the beverages sector in Taiwan.

• Reference 2:

Lot 1: Organisation of a trade visitor event in the beverages sector in Hong Kong;

Lot 2: Organisation of a trade visitor event in the beverages sector in Taiwan.

• Reference 3:

Lot 1: Production of journalistic texts dealing with wine-related topics in both Cantonese and English;

Lot 2: Production of journalistic texts dealing with wine-related topics in both Cantonese and English.

Several references may be provided to demonstrate your experience in the respective fields.

To ensure comparability with the object of the present award procedure, the references 1 and 2 must refer to events that have taken place in the respective target country. The organisation of a promising event that is comparable to the object of this award procedure requires an existing and proven network of contacts to administrative bodies, licensing authorities, politics, economy, local multipliers and media for the realisation in the respective foreign market. If the DWI had the corresponding networks in the respective foreign markets, it would itself be able to organise marketing activities in these countries. For this reason, the corresponding references must refer to projects in the respective foreign market in order to be comparable to the object of the present award procedure.

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

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

Date: 02/06/2020 Local time: 11:00

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, German

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

Tender must be valid until: 28/08/2020

IV.2.7. Conditions for opening of tenders

Date: 02/06/2020 Local time: 11:00

Section VI: Complementary information

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: Vergabekammer des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

Telephone: +49 4922-894990

Fax: +49 4922-89499163

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

The contracting entity must comply with the provisions for the protection of bidders in contract award procedures. This is a right that bidders are entitled to claim.

If an undertaking interested in the contract feels that its rights are violated due to non-compliance with public procurement provisions, the violation must be reported to Deutsches Weininstitut GmbH within a period of ten calendar days (section 160 (3) sentence 1 No 1 GWB (German Act against Restraints of Competition)). Violations of public procurement provisions which become apparent from the tender notice or the procurement documents must be notified to Deutsches Weininstitut GmbH by the end of the time limit for the submission of tenders specified in the notice (section 160 (3) sentence 1 No 2 and 3 GWB (German Act against Restraints of Competition)).

If Deutsches Weininstitut GmbH informs the bidder that it is unwilling to redress the latter's objection, the bidder can, within 15 calendar days of having received the notification from Deutsches Weininstitut GmbH, request the Public Procurement Tribunal to initiate review proceedings (section 160 (3) sentence 1 no 4 GWB (German Act against Restraints of Competition)).

Unsuccessful bidders shall be informed accordingly before the contract is awarded, pursuant to section 134 (1) GWB (German Act against Restraints of Competition). A contract must not be concluded earlier than 15 calendar days after this information has been sent to the bidders by Deutsches Weininstitut GmbH; this period shall be reduced to 10 calendar days if the information is sent by fax or by electronic means. The period starts on the day after Deutsches Weininstitut GmbH has sent the information to bidders.

A request for review must be made in writing to the Public Procurement Tribunal (address: Vergabekammern des Bundes beim Bundeskartellamt, Villemombler Straße 76, 53123 Bonn).

The language of the review proceeding is German.

VI.5. Date of dispatch of this notice

29/04/2020