

France-Villefranche sur Saône: Advertising and marketing services

OJ S 72/2023 12/04/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Inter Beaujolais

National registration number: 77975993500017

Postal address: 210 boulevard Victor Vermorel CS 30317

Town: Villefranche sur Saône

NUTS code: FRK26 Rhône

Postal code: 69661

Country: France

Contact person: Florent Laissard

E-mail: flaissard@beaujolais.com

Telephone: +33 474022210

Internet address(es):Main address: <http://www.beaujolais.com>Address of the buyer profile: <http://inter-beaujolais.e-marchespublics.com>**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

I.3. CommunicationThe procurement documents are available for unrestricted and full direct access, free of charge, at: <http://inter-beaujolais.e-marchespublics.com>

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

Other type: Association Interprofession

I.5. Main activity

Other activity: interprofession du secteur vitivinicole

Section II: Object

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

Campagne de communication et de promotion au Canada pour les vins du Beaujolais

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

Campagne de communication et de promotion au Canada pour les vins du Beaujolais.

II.1.5. Estimated total value

Value excluding VAT: 340 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance

NUTS code: CA Canada

II.2.4. Description of the procurement

Le marché a pour objet la conception, la mise en œuvre et le suivi des résultats d'une campagne de communication et de promotion des vins du Beaujolais au Canada, répondant à la stratégie « Beaujolais Nouvelle Génération » d'Inter Beaujolais et cohérent avec le marché canadien.

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: 340 000,00 EUR

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

Start: 16/10/2023 End: 31/12/2025

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: programme de cofinancement par des fonds communautaires. France Agrimer est l'organisme chargé de ce programme.

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

Date: 14/05/2023 Local time: 17:00

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**

French, English

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

Tender must be valid until: 15/10/2023

IV.2.7. Conditions for opening of tenders

Date: 15/05/2023 Local time: 08:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Marché à tranche ferme (16/12/2023 au 31/12/2024) et tranche conditionnelle (2025)

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

Official name: Tribunal de commerce de Villefranche sur Saône

Town: Villefranche sur Saône

Postal code: 69400

Country: France

VI.5. Date of dispatch of this notice

07/04/2023