

**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**

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**I.1. Name and addresses**

Official name: Inter Beaujolais

National registration number: 77975993500017

Postal address: CS 30317

Town: Villefranche sur Saône

NUTS code: FRK26 Rhône

Postal code: 69661

Country: France

Contact person: Florent Laissard

E-mail: [flaissard@beaujolais.com](mailto: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. Communication**The 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 secteur vitivinicole

**Section II: Object**

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

Campagne de communication et de promotion au Japon 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**

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 Japon, répondant à la stratégie « Beaujolais Nouvelle Génération » d'Inter Beaujolais et cohérent avec le marché nippon.

### **II.1.5. Estimated total value**

Value excluding VAT: 300 000,00 EUR

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

This contract is divided into lots: no

## **II.2. Description**

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

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

### **II.2.3. Place of performance**

NUTS code: JP Japan

### **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 Japon, répondant à la stratégie « Beaujolais Nouvelle Génération » d'Inter Beaujolais et cohérent avec le marché nippon.

Marché à tranche ferme (16/10/2023 au 31/12/2024) et tranche conditionnelle (2025).

Description intégrale dans le DCE sur e-marchepublics.com

### **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: 300 000,00 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

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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

##### 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: 17/05/2023 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: 18/05/2023 Local time: 08:00

### Section VI: Complementary information

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#### VI.1. Information about recurrence

This is a recurrent procurement: no

#### VI.3. Additional information

Marché à tranche ferme (16/10/2023 au 31/12/2024) et tranche conditionnelle (2025)

#### VI.4. Procedures for review

##### VI.4.1. Review body

Official name: Tribunal de commer de Villefranche sur Saône

Town: Villefranche sur Saône

Postal code: 69400

Country: France

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

07/04/2023