

F-Paris: cheese products
OJ S 165/2012 29/08/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL (Centre national interprofessionnel de l'économie Laitière)
Postal address: 42 rue de Châteaudun
Town: Paris Cedex 09
Postal code: 75314
Country: France
Contact person: Laurent Damiens
For the attention of: Isabelle Pinta-Costa
E-mail: ipintacosta@cniel.com
Telephone: +33 149707100
Fax: +33 142806364

I.2. Type of the contracting authority

Other: The dairy interprofession regrouping milk farmers and the dairy industry

I.3. Main activity

Other: The dairy interprofession regrouping milk farmers and the dairy industry

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Evaluation of a 3 year communications campaign in favour of the quality cheeses of Europe highlighted by the cheeses of France in the United States.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: United States of America.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Conduct an evaluation study on a communication campaign led by the dairy interprofession on the quality cheeses of Europe, highlighted by the cheeses of France, in the USA, every year of the campaign.

The selected candidate will report to the coordinator of the present invitation to tender: CNIEL, France.

II.1.5. CPV code(s)

15540000 Cheese products

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot**II.2.1. Total value of the contract/lot**

Value: 33 000,00 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure**IV.1.1. Type of procedure**

competitive dialogue

IV.2. Award criteria**IV.2.1. Award criteria**

The most economically advantageous tender in terms of
1. The criteria stated in the specifications, in the invitation to tender. Weighting 100

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information**IV.3.1. File reference number attributed by the contracting authority**

2012-077255

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 2012-077255

Lot title: Evaluation of a 3 year communications campaign in favour of the quality cheeses of Europe highlighted by the cheeses of France in the United States.

V.1. Date of conclusion of the contract

24.7.2012

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: LH2
Postal address: 46, rue de l'Echiquier
Town: Paris
Postal code: 75010
Country: France
E-mail: marie-christine.jean@lh2.fr

Telephone: +33 155332034

Fax: +33 155332020

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 33 000,00 EUR

excluding VAT

Total value of the procurement:

Value: 33 000,00 EUR

excluding VAT

If annual or monthly value:

Number of years: 3

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. 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: This list of specifications is an integral part of a competitive invitation to tender governed by the European Commission's Decree (EC) n° 501/2008 dated 5.6.2008 and fixing the rules applying to the Council's Decree (EC) n° 3/2008 concerning promotion and information activities in favour of agro food products on the national markets and markets outside of the European Union.

VI.2. Additional information

The present invitation to tender is a one year contract that may be renewed twice, for one year each time, on the condition that the European Union, the dairy farmers and industry members renew their financial participation for year two: 2014 and for year three: 2015 and if the campaign's results are satisfactory at the end of each year.

VI.3. Procedures for review

VI.3.1. Review body

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75004

Country: France

E-mail: greffe.ta.paris@juradm.fr

Telephone: +33 144594400

Fax: +33 144594646

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

28.8.2012