

292724-2026 - Competition

France – Advertising and marketing services – Promotion des crus des Côtes du Rhône (Europe et Pays Tiers) 2027

OJ S 83/2026 29/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Inter Rhône

Email: financement@inter-rhone.com

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Promotion des crus des Côtes du Rhône (Europe et Pays Tiers) 2027

Description: Promotion des crus des Côtes du Rhône (Europe et Pays Tiers) 2027

Procedure identifier: 85a2fca4-6f9f-45c5-ac24-15ae3589005f

Internal identifier: Promotion des crus des Côtes du Rhône (Europe et Pays Tiers) 2027

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Germany

Anywhere in the given country

2.1.2. Place of performance

Country: Switzerland

Anywhere in the given country

2.1.2. Place of performance

Country: Denmark

Anywhere in the given country

2.1.2. Place of performance

Country: Ireland

Anywhere in the given country

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 4

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 4

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Promotion des crus des Côtes du Rhône en Suisse (Zurich)

Description: Promotion des crus des Côtes du Rhône en Suisse (Zurich) 2027

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Switzerland

Anywhere in the given country

5.1.3. Estimated duration

Duration: 12 Months

5.1.6. General information**Reserved participation:**

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marchesonline.com>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.marchesonline.com>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 08/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 12 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no
Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal d'Instance d'Avignon

Review organisation: Tribunal d'Instance d'Avignon

Organisation providing more information on the review procedures: Inter Rhône

5.1. Lot: LOT-0002

Title: Promotion des crus des Côtes du Rhône en Allemagne (Berlin)

Description: Promotion des crus des Côtes du Rhône en Allemagne (Berlin) 2027

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Germany

Anywhere in the given country

5.1.3. Estimated duration

Duration: 12 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: French

Address of the procurement documents: <https://www.marchesonline.com>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marchesonline.com>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 08/06/2026 12:00:00 (UTC+02:00) Eastern European Time,
Central European Summer Time

Duration during which the tender must remain valid: 12 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques**Framework agreement:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal d'Instance d'Avignon

Review organisation: Tribunal d'Instance d'Avignon

Organisation providing more information on the review procedures: Inter Rhône

5.1. Lot: LOT-0003

Title: Promotion des crus des Côtes du Rhône en Irlande (Dublin)

Description: Promotion des crus des Côtes du Rhône en Irlande (Dublin) 2027

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Ireland

Anywhere in the given country

5.1.3. Estimated duration

Duration: 12 Months

5.1.6. General information**Reserved participation:**

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marchesonline.com>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.marchesonline.com>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 08/06/2026 12:00:00 (UTC+02:00) Eastern European Time,
Central European Summer Time

Duration during which the tender must remain valid: 12 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered
employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal d'Instance d'Avignon

Review organisation: Tribunal d'Instance d'Avignon

Organisation providing more information on the review procedures: Inter Rhône

5.1. Lot: LOT-0004

Title: Promotion des crus des Côtes du Rhône au Danemark (Copenhagen)

Description: Promotion des crus des Côtes du Rhône au Danemark (Copenhagen) 2027

Internal identifier: 4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Denmark

Anywhere in the given country

5.1.3. Estimated duration

Duration: 12 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marcheonline.com>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marcheonline.com>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 08/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 12 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal d'Instance d'Avignon

Review organisation: Tribunal d'Instance d'Avignon

Organisation providing more information on the review procedures: Inter Rhône

8. Organisations

8.1. ORG-0001

Official name: Inter Rhône

Registration number: 78320400100029

Postal address: 6 rue des trois faucons

Town: AVIGNON

Postcode: 84000

Country subdivision (NUTS): Vaucluse (FRL06)

Country: France

Contact point: MR GENTILLON DORIAN - Directeur Administratif et Financier

Email: financement@inter-rhone.com

Telephone: 04 90 27 24 00

Information exchange endpoint (URL): https://api.publication.marchesonline.com/externe/apc-consultation-access?consultation_id=4030295

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Tribunal d'Instance d'Avignon

Registration number: 17300111600156

Town: AVIGNON

Postcode: 84000

Country subdivision (NUTS): Vaucluse (FRL06)

Country: France

Roles of this organisation:

Notice information

Notice identifier/version: cd508805-524a-4244-99a2-cd08ae156b94 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 28/04/2026 14:13:39 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 292724-2026

OJ S issue number: 83/2026

Publication date: 29/04/2026