

France-Bordeaux: Advertising services

OJ S 96/2023 19/05/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CIVB

Postal address: 1 cours du XXX juillet

Town: BORDEAUX

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: proposals@vins-bordeaux.fr

Telephone: +33 556002266

Internet address(es):Main address: <http://www.bordeaux.com/fr>Address of the buyer profile: https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_938549.html**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://civb.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: Organisme de filière

I.5. Main activity

Other activity: Agroalimentaire

Section II: Object

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

ACHAT MEDIA CHINE 2023-2024

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent appel d'offres du Conseil Interprofessionnel du Vin de Bordeaux vise à identifier un prestataire de services d'achat média en Chine, à compter de la date le marché est attribué au 31 décembre 2024.

II.1.5. Estimated total value

Value excluding VAT: 450 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79341200 Advertising management services

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

Les objectifs des campagnes publicitaires du CIVB sont :1. Accroître la notoriété de Bordeaux auprès des consommateurs.2. Recruter et engager les consommateurs avec la marque3. Créer une préférence par rapport aux vins du Nouveau Monde et à la Bourgogne4. Collectez des données

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: 450 000,00 EUR

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

Start: 26/06/2023 End: 31/12/2024

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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

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:
Fiche d'identification dûment complétée et signée
Preuve d'enregistrement de la société
Déclaration sur l'honneur dûment remplie et signée

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

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: 21/06/2023 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

English

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 22/06/2023 Local time: 12:00

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: CIVB

Town: BORDEAUX

Country: France

VI.4.2. Body responsible for mediation procedures

Official name: CIVB

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

15/05/2023