

## 313412-2026 - Competition

France – Economic impact assessment – MESURER L'IMPACT D'UN PROGRAMME EUROPEEN :  
Information et promotion du blé et de la farine de l'UE en Chine

OJ S 88/2026 07/05/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: ASSOCIATION INTERCEREALES

Email: [atack@intercereales.com](mailto:atack@intercereales.com)

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

### 2. Procedure

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#### 2.1. Procedure

Title: MESURER L'IMPACT D'UN PROGRAMME EUROPEEN : Information et promotion du blé et de la farine de l'UE en Chine

Description: Intercéréales organise un appel d'offres pour l'évaluation d'un programme de promotion européen (AGRIP-1144). La commande consiste en l'évaluation de l'impact et des résultats d'un programme de promotion déployé en Chine (1er juin 2026-31 mai 2029). Les documents de l'appel d'offres sont accessibles sur le lien suivant <https://www.intercereales.com/appel-doffres-evaluation-dun-programme-de-promotion-du-ble-et-de-la-farine-de-lue-en-chine>

Procedure identifier: a9c77666-89df-46db-9800-40a1c63f0821

Internal identifier: CHINA WHEAT FLOUR eval

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79311410 Economic impact assessment

Additional classification (cpv): 79313000 Performance review services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

##### 2.1.2. Place of performance

Country: China

Additional information: Les activités à évaluer seront déployées en Chine.

##### 2.1.3. Value

Estimated value excluding VAT: 80 625,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

## 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Fraud: L'ensemble des motifs d'exclusion est disponible dans le règlement de consultation

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: MESURER L'IMPACT D'UN PROGRAMME EUROPEEN : Information et promotion du blé et de la farine de l'UE en Chine

Description: Intercéréales organise un appel d'offres pour l'évaluation d'un programme de promotion européen (AGRIP-1144). La commande consiste en l'évaluation de l'impact et des résultats d'un programme de promotion déployé en Chine (1er juin 2026-31 mai 2029). Les documents de l'appel d'offres sont accessibles sur le lien suivant <https://www.intercereales.com/appel-doffres-evaluation-dun-programme-de-promotion-du-ble-et-de-la-farine-de-lue-en-chine>

Internal identifier: LOT UNIQUE

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79313000 Performance review services

Additional classification (cpv): 79311410 Economic impact assessment

#### 5.1.2. Place of performance

Country: France

Anywhere in the given country

#### 5.1.2. Place of performance

Country: China

Anywhere in the given country

#### 5.1.3. Estimated duration

Duration: 3 Years

#### 5.1.5. Value

Estimated value excluding VAT: 80 625,00 EUR

#### 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:

Identifier of EU funds: AGRIP (règlement UE 1144)

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: Dans le cadre d'un Programme de promotion des produits agricoles européens AGRIP règlement UE 1144/2014

#### 5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

#### 5.1.10. Award criteria

##### Criterion:

Type: Quality

Description: L'ensemble des critères est détaillé dans le Cahier des charges.

#### 5.1.11. Procurement documents

Languages in which the procurement documents are officially available: French

Deadline for requesting additional information: 28/05/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.intercereales.com/appe-doffres-evaluation-dun-programme-de-promotion-du-ble-et-de-la-farine-de-lue-en-chine>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://www.intercereales.com/appe-doffres-evaluation-dun-programme-de-promotion-du-ble-et-de-la-farine-de-lue-en-chine>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/06/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 90 Days

##### Terms of contract:

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

Electronic invoicing: 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

Review organisation: TRIBUNAL ADMINISTRATIF DE PARIS

Organisation providing additional information about the procurement procedure: ASSOCIATION INTERCEREALES

Organisation providing offline access to the procurement documents: ASSOCIATION INTERCEREALES

Organisation providing more information on the review procedures: TRIBUNAL ADMINISTRATIF DE PARIS

## 8. Organisations

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### 8.1. ORG-0001

Official name: ASSOCIATION INTERCEREALES

Registration number: 45200754500018

Postal address: 23 A 25 23 AVENUE DE NEUILLY

Town: PARIS

Postcode: 75016

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: M TACK Aloys - Responsable communication

Email: [atack@intercereales.com](mailto:atack@intercereales.com)

Telephone: +33140677298

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

**8.1. ORG-0002**

Official name: TRIBUNAL ADMINISTRATIF DE PARIS

Registration number: 17750005500013

Postal address: HOTEL D AUMONT 7 RUE DE JOUY

Town: PARIS

Postcode: 75004

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: 01 44 59 44 00

**Roles of this organisation:**

Review organisation

Organisation providing more information on the review procedures

## Notice information

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Notice identifier/version: 7c20f80a-21d0-4ffa-838f-57e3381d768c - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 06/05/2026 08:41:15 (UTC+02:00) Eastern European Time, Central European Summer Time

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