

**France-Les Arcs-sur-Argens: Advertising and marketing services**

OJ S 143/2018 27/07/2018

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Conseil Interprofessionnel des Vins de Provence

National registration number: 45107019700012

Postal address: Maison des VINS RN 7, CS 50002

Town: Les Arcs-sur-Argens

NUTS code: FRL05 Var

Postal code: 83460

Country: France

Contact person: civp@provencewines.com

E-mail: [civp@provencewines.com](mailto:civp@provencewines.com)

Telephone: +33 494995010

**Internet address(es):**Main address: <http://www.vinsdeprovence.com>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dropbox.com/sh/waxgqdtc4fweyaa/AAC3lmxdwiWgWDmWzSQC4x1Na?dl=0>

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: Interprofession

**I.5. Main activity**

Other activity: Viticulture

**Section II: Object**

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

Programme de promotion des vins de Provence aux États-Unis

Reference number: CIVPUSA19

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Dans le cadre de sa mission de communication, le CIVP (Interprofession des Vins de Provence) met en œuvre un plan d'actions de communication aux USA pour une durée de 1 à 3 ans (conditionnée)

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

Value excluding VAT: 1 200 000,00 EUR

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

This contract is divided into lots: no

### **II.2. Description**

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

79340000 Advertising and marketing services

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

NUTS code: 00 Other or Not Specified

Main site or place of performance: États-Unis

#### **II.2.4. Description of the procurement**

Voir cahier des Charges dans le lien Dropbox

#### **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: 1 200 000,00 EUR

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

Start: 01/01/2019 End: 31/12/2021

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: yes

Description of options:

Possibilité d'un budget de communication optionnel en fonction des ressources du CIVP et de la décision du Conseil d'administration (voir cahier des Charges)

#### **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: promotion des Vins sur les marchés Pays Tiers Programmation 2019-2023- règlement OCM no1308/2013

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **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:

- lettre de candidature motivée, datée et signée,
- extrait de casier judiciaire ou tout document équivalent, document officiel justifiant que le candidat est à jour de ses obligations sociales et fiscales

### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

- description succincte de l'activité, organigramme de la structure/actionnariat, 3 derniers bilans certifiés, détail du chiffre d'affaires par activité

Minimum level(s) of standards possibly required:

CA = au moins 2 fois la valeur annuelle du marché

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

CV des chargés de programme / expériences du marché viticole, connaissance du marché US

## **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**

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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: 10/09/2018 Local time: 18:00

#### **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

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

Tender must be valid until: 31/12/2018

#### **IV.2.7. Conditions for opening of tenders**

Date: 18/09/2018 Local time: 14:00

Place:

CIVP Les Arcs-sur-Argens

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

Prévoir 2 enveloppes, l'une pour les informations relatives à l'entreprise, l'autre pour la proposition chiffrée détaillée

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal de grande instance Draguignan

Postal address: 11 rue Pierre Clément

Town: Draguignan

Postal code: 83000

Country: France

Telephone: +33 494605700

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

25/07/2018