

**France-Cognac: Advertising and marketing services**

OJ S 136/2019 17/07/2019

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Comité national du Pineau des Charentes

Postal address: 112 avenue Victor Hugo, CS 50012

Town: Cognac Cedex

NUTS code: FRI31 Charente

Postal code: 16121

Country: France

Contact person: Comité national du Pineau des Charentes

E-mail: [cfloch@pineau.fr](mailto:cfloch@pineau.fr)

Telephone: +33 545320927

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

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.e-marchespublics.com>

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: Interprofession

**Section II: Object**

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

Programme de communication collective du Pineau des Charentes aux États-Unis: création de stratégie et conduite d'actions

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

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

Programme de communication collective du Pineau des Charentes aux États-Unis (USA):  
—création de stratégie et conduite d'actions, en réponse aux objectifs fixés par le Comité national du Pineau des Charentes.

Le montant du marché est détaillé dans le dossier de consultation.

3 hypothèses sont proposées.

La valeur totale estimée ci-dessous correspond à l'hypothèse 1 pour 3 ans.

Hypothèse 2: 900 000 EUR.

Hypothèse 3: 1 050 000 EUR.

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

Value excluding VAT: 750 000,00 EUR

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

This contract is divided into lots: no

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

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

NUTS code: FRI31 Charente

Main site or place of performance: Cognac (Charente 16/FR) pour la partie administrative et gestion et États-Unis (USA) pour la réalisation du programme.

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

Construction du programme de communication du Pineau des Charentes aux États-Unis: création de stratégie et conduite d'actions.

#### **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**

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

Duration in months: 36

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: Programme promotion pays Tiers / OCM vitivinicole: règlement CE 1234/2007, 2016/1149, 2016/1050

#### **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:

Voir au dossier de consultation.

### **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.2.2. Contract performance conditions**

Précisées au dossier de consultation.

### **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: 04/09/2019 Local time: 12:00

#### **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**

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

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

Date: 06/09/2019 Local time: 09:00

Place:

La date d'ouverture des plis est prévisionnelle et purement indicative. Elle pourra aussi se tenir les 4 ou 5/9.

Lieu: Comité national du Pineau des Charentes, Cognac 16.

## **Section VI: Complementary information**

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**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: Tribunal de grande instance d'Angoulême

Town: Angoulême

Postal code: 16000

Country: France

**VI.4.2. Body responsible for mediation procedures**

Official name: Comité national du Pineau des Charentes

Postal address: 112 avenue Victor Hugo

Town: Cognac

Postal code: 16100

Country: France

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

15/07/2019