

**France-Bordeaux: Marketing services**

**OJ S 115/2023 16/06/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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](mailto: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\\_945058.html](https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_945058.html)

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://civb.e-marchespublics.com/pack/annonce\\_marche\\_public\\_23046\\_945058.html](https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_945058.html)

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

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**Section II: Object**

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

**II.1.1. Title**

ACTIVATIONS POINTS DE VENTE France 2023-2025

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

L'objectif du présent appel d'offres est d'identifier un prestataire de services qui accompagnera le Conseil Interprofessionnel du Vin de Bordeaux dans la mise en oeuvre d'activations en points de vente, en France pour 2023, 2024 et 2025.

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

79342200 Promotional services

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

NUTS code: FR France

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

Dynamiser l'image des Vins de Bordeaux auprès des prescripteurs influenceurs et des consommateurs / amateurs de vins; Réengager le coeur de cible (45+) et rajeunir notre cible en recrutant les futurs consommateurs de vins (35-);

#### **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: 750 000,00 EUR

#### **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: no

#### **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:

1. Formulaire d'identification
2. Une preuve d'inscription au registre des professions ou des sociétés.

3. Déclaration sur l'honneur

**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**

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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: no

**IV.2. Administrative information**

**IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 18/07/2023 Local time: 16:00

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

Date: 19/07/2023 Local time: 12:00

Place:

CIVB

**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: CIVB

Town: BORDEAUX

Country: France

E-mail: [proposals@vins-bordeaux.fr](mailto:proposals@vins-bordeaux.fr)

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

Official name: CIVB

Town: BORDEAUX

Country: France

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

12/06/2023