

**France-Avignon: Promotional services**

OJ S 136/2021 16/07/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Inter Rhône

Postal address: 6 rue des Trois Faucons — CS 90513

Town: Avignon

NUTS code: FRL06 Vaucluse

Postal code: 84024

Country: France

E-mail: [atroin@inter-rhone.com](mailto:atroin@inter-rhone.com)

Telephone: +33 490272400

**Internet address(es):**Main address: <https://www.vins-rhone.com/inter-rhone/qui-sommes-nous>Address of the buyer profile: [https://marchesonline.achatpublic.com/sdm/ent/gen/ent\\_recherche.do](https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do)**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzQ3NTc1Nw%3D%3D>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzQ3NTc1Nw%3D%3D>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzQ3NTc1Nw%3D%3D>

**I.4. Type of the contracting authority**

Other type: Promotion, économique, technique

**I.5. Main activity**

Other activity: Promotion

**Section II: Object**

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

Programme de promotion des AOC des vignobles de la Vallée du Rhône au Royaume-Uni pour 2022

**II.1.2. Main CPV code**

79342200 Promotional services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Programme de promotion des AOC des vignobles de la Vallée du Rhône au Royaume-Uni pour 2022.

**II.1.5. Estimated total value****II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for one lot only

**II.2. Description****II.2.1. Title**

Lot No: 1

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

79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

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

Lot n° 1: développer la notoriété et engager les consommateurs pour les vins des Côtes du Rhône & Côtes du Rhône Villages au Royaume-Uni pour 2022.

**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: 12

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: yes

**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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

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

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

#### **II.2.1. Title**

Lot No: 2

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 2: plan de communication et achat média pour les vins des Côtes du Rhône & Côtes du Rhône Villages au Royaume-Uni pour 2022.

#### **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: 12

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: yes

#### **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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

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

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

#### **II.2.1. Title**

Lot No: 3

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 3: formation et communication professionnelle au Royaume-Uni pour 2022.

**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: 12

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: yes

**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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Lot No: 4

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

79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

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

Lot n° 4: programme événementiel au Royaume-Uni pour 2022.

**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: 12

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: yes

#### **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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

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

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

##### **II.2.1. Title**

Lot No: 5

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 5: plan d'action Ventoux au Royaume-Uni pour 2022.

##### **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: 12

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: yes

#### **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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

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

## **II.2. Description**

### **II.2.1. Title**

Lot No: 6

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 6: plan de relation presse au Royaume-Uni pour 2022.

### **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: 12

This contract is subject to renewal: no

### **II.2.10. Information about variants**

Variants will be accepted: yes

### **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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

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

## **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: 24/08/2021 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**

English, French

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

Date: 24/08/2021 Local time: 14:00

**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

Postal address: 2 boulevard Limbert

Town: Avignon

Postal code: 84078

Country: France

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

Official name: Tribunal de grande instance

Postal address: 2 boulevard Limbert

Town: Avignon

Postal code: 84078

Country: France

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Tribunal de grande instance

Postal address: 2 boulevard Limbert

Town: Avignon

Postal code: 84078

Country: France

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

13/07/2021