

France-Avignon: Promotional services
OJ S 138/2021 20/07/2021
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

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

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

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=MzQ3NTc2OQ%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=MzQ3NTc2OQ%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=MzQ3NTc2OQ%3D%3D>

I.4. Type of the contracting authority

Other type: Promotion, économique, technique

I.5. Main activity

Other activity: Promotion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Programme de promotion des vins AOC de la vallée du Rhône aux USA 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 vins AOC de la vallée du Rhône aux USA 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: US United States

II.2.4. Description of the procurement

Lot n° 1: communication grand public via les réseaux sociaux et l'achat média.

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 œuvre 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: US United States

II.2.4. Description of the procurement

Lot n° 2: communication éducation et évènements grand public.

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: yes

Description of options:

Achat média pour les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour 2022.

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 œuvre 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: US United States

II.2.4. Description of the procurement

Lot n° 3: encourager la prescription professionnelle.

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 œuvre 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: US United States

II.2.4. Description of the procurement

Lot n° 4: relation presse et stratégie d'influence.

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 œuvre 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

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: 27/08/2021 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

French

IV.2.7. Conditions for opening of tenders

Date: 27/08/2021 Local time: 14:00

Section VI: Complementary information

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

Internet address: <https://justice.gouv.fr>

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

Internet address: <https://justice.gouv.fr>

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

Internet address: <https://justice.gouv.fr>

VI.5. Date of dispatch of this notice

15/07/2021