

**Belgium-Brussels: Organisation of Promotion Events and Campaigns and Market Intelligence in Third Countries for the Agri-Food Sector**

OJ S 133/2022 13/07/2022

Contract award notice

Services

**Legal Basis:**

Regulation (EU, Euratom) No 2018/1046

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Research Executive Agency (REA), REA.B.4 - Agri-Food Promotion, Environmental Observation and Innovative Governance

Postal address: COV2, Place Rogier 16

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1049

Country: Belgium

Contact person: Carlos Coronas Balsera

E-mail: [REA-AGRI-CALLS@ec.europa.eu](mailto:REA-AGRI-CALLS@ec.europa.eu)

Telephone: +32 22966570

**Internet address(es):**

Main address: [https://ec.europa.eu/info/departments/research-executive-agency\\_en](https://ec.europa.eu/info/departments/research-executive-agency_en)

**I.1. Name and addresses**

Official name: European Commission

Postal address: BRU-L-56, 02/51

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1049

Country: Belgium

Contact person: Ioan Vascan

E-mail: [COMM-CONTRACTS-SOLUTIONS@ec.europa.eu](mailto:COMM-CONTRACTS-SOLUTIONS@ec.europa.eu)

Telephone: +32 22963645

**Internet address(es):**

Main address: [https://european-union.europa.eu/institutions-law-budget/institutions-and-bodies/institutions-and-bodies-profiles/european-commission\\_en](https://european-union.europa.eu/institutions-law-budget/institutions-and-bodies/institutions-and-bodies-profiles/european-commission_en)

**I.2. Information about joint procurement**

The contract involves joint procurement

The contract is awarded by a central purchasing body

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

European institution/agency or international organisation

**I.5. Main activity**

General public services

**Section II: Object**

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

### **II.1.1. Title**

Organisation of Promotion Events and Campaigns and Market Intelligence in Third Countries for the Agri-Food Sector  
Reference number: REA/2021/OP/0002

### **II.1.2. Main CPV code**

79342200 Promotional services

### **II.1.3. Type of contract**

Services

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

The call for tender concerns the organisation of agri-food promotion events and campaigns and market intelligence in third countries in order to support the EU in its promotion initiatives. The main purpose of the contracts is to provide services within the context of information provision and promotion measures concerning EU agricultural products. The implementation of these measures is managed by the Agri-Food Promotion, Environmental Observation and Innovative Governance Unit in the European Research Executive Agency (REA). The framework contracts resulting from this procedure will be of interest also to the European Commission.  
The procedure has been divided in three lots.

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

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 61 500 000,00 EUR

## **II.2. Description**

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

Organisation of Agri-Food Events  
Lot No: 1

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

79342200 Promotional services, 03000000 Agricultural, farming, fishing, forestry and related products, 15000000 Food, beverages, tobacco and related products, 79310000 Market research services, 79340000 Advertising and marketing services, 79956000 Fair and exhibition organisation services

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

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad  
Main site or place of performance: COV2, 1049 Brussels, BELGIUM.

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

Organisation of agri-food events and EU pavilions/stands in third countries and of related communication services.

### **II.2.5. Award criteria**

Quality criterion - Name: best price-quality ratio / Weighting: 60  
Price - Weighting: 40

### **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: Please consult the procurement documents available at  
<https://etendering.ted.europa.eu/cft/cft-display.html?cftId=8902>

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

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

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

Market Intelligence on Agri-Food Sector

Lot No: 2

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

79310000 Market research services, 79342200 Promotional services, 03000000 Agricultural, farming, fishing, forestry and related products, 15000000 Food, beverages, tobacco and related products, 79340000 Advertising and marketing services, 79956000 Fair and exhibition organisation services

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

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Main site or place of performance: COV2, 1049 Brussels, BELGIUM.

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

Market intelligence on the agri-food sector in third countries.

##### **II.2.5. Award criteria**

Quality criterion - Name: best price-quality ratio / Weighting: 60

Price - Weighting: 40

### **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: Please consult the procurement documents available at  
<https://etendering.ted.europa.eu/cft/cft-display.html?cftId=8902>

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

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

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

Promotion and Marketing Campaigns

Lot No: 3

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

79956000 Fair and exhibition organisation services, 79342200 Promotional services,

03000000 Agricultural, farming, fishing, forestry and related products, 15000000 Food, beverages, tobacco and related products, 79310000 Market research services, 79340000 Advertising and marketing services

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

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad  
Main site or place of performance: COV2, 1049 Brussels, BELGIUM.

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

Information, promotion and marketing campaigns or stand-alone actions related to the agri-food sector.

### **II.2.5. Award criteria**

Quality criterion - Name: best price-quality ratio / Weighting: 60  
Price - Weighting: 40

### **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: Please consult the procurement documents available at  
<https://etendering.ted.europa.eu/cft/cft-display.html?cftId=8902>

### **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**

The procurement involves the establishment of a framework agreement

#### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 146-384526](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

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**Contract No:** REA/2021/OP/0002

**Lot No:** 3

**Title:**

Lot 3 - Information, Promotion and Marketing Campaigns or Stand-alone Actions Related to the Agri-Food Sector

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

29/06/2022

**V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: Tactics Europe, S.A.

National registration number: M41079

Postal address: Paseo de la Infanta Isabel, 7, 1

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28014

Country: Spain

E-mail: [general@tactics.es](mailto:general@tactics.es)

Internet address: <https://www.tactics.es/>

The contractor is an SME: no

**V.2.3. Name and address of the contractor**

Official name: Mycelium (GOPA COM., Opera Business Dreams SL, Société pour l'expansion des ventes des produits agricoles et alimentaires, Publiganda)

National registration number: 462293288

Postal address: Boulevard de la Woluwe 2

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1150

Country: Belgium

E-mail: [info@gopacom.eu](mailto:info@gopacom.eu)

Internet address: <https://gopacom.eu/>

The contractor is an SME: no

**V.2.3. Name and address of the contractor**

Official name: ICF Next S.A.

National registration number: 429063662

Postal address: Avenue Marnix 17

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: [icfnextbrussels@icfnext.com](mailto:icfnextbrussels@icfnext.com)

Internet address: <https://www.icf.com/next>

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 35 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 60 %

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: General Court of the European Union

Postal address: rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

Telephone: +352 4303-1

Internet address: <http://curia.europa.eu>

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

06/07/2022