

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

OJ S 146/2021 30/07/2021

Contract 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: B-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: B-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://europa.eu/european-union/about-eu/institutions-bodies/european-commission\\_en](https://europa.eu/european-union/about-eu/institutions-bodies/european-commission_en)

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

The contract involves joint procurement

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=8902>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etendering.ted.europa.eu/cft/cft-display.html?cftId=8902>

**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 will be divided in three lots.

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

Value excluding VAT: 61 500 000,00 EUR

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

This contract is divided into lots: yes

Tenders may be submitted for all lots

### **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, 79956000 Fair and exhibition organisation 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, B-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**

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: 25 000 000,00 EUR

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

Duration in months: 48

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: Please consult the procurement documents available at the address indicated in section I.3).

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

Please consult the procurement documents available at the address indicated in section I.3).

### **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, B-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**

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: 1 500 000,00 EUR

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

Duration in months: 48

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: Please consult the procurement documents available at the address indicated in section I.3).

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

Please consult the procurement documents available at the address indicated in section I.3).

## **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, B-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**

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: 35 000 000,00 EUR

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

Duration in months: 48

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: Please consult the procurement documents available at the address indicated in section I.3).

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

Please consult the procurement documents available at the address indicated in section I.3).

## **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:

Please consult the procurement documents available at the address indicated in section I.3).

#### **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**

Please consult the procurement documents available at the address indicated in section I.3).

## **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

Framework agreement with several operators  
Envisaged maximum number of participants to the framework agreement: 5

#### **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: 29/10/2021 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**

Bulgarian, Czech, Danish, German, Greek, English, Spanish, Estonian, Finnish, French, Irish, Croatian, Hungarian, Italian, Lithuanian, Latvian, Maltese, Dutch, Polish, Portuguese, Romanian, Slovak, Slovenian, Swedish

### **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: 03/11/2021 Local time: 10:00

Place:

CV2 — Place Rogier 16, B-1049 Brussels, BELGIUM.

Information about authorised persons and opening procedure: Please consult the procurement documents available at the address indicated in section I.3).

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic payment will be used

### **VI.3. Additional information**

Please consult the procurement documents available at the address indicated in section I.3). In case of unavailability or disruptions in the functioning of the electronic means of communication provided in section I.3) in the last 5 calendar days before the time limit for receipt indicated in section IV.2.2), the contracting authority reserves the right to extend this time limit and publish the extension at the internet address provided in section I.3), without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in section I.3) in order to get notified when new information or documents are published.

### **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: 2925

Country: Luxembourg

E-mail: [GC.Registry@curia.europa.eu](mailto:GC.Registry@curia.europa.eu)

Telephone: +352 4303-1

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

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Please consult the procurement documents available at the address indicated in section I.3).

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

23/07/2021