

**France-Les Arcs-sur-Argens: Advertising and marketing services**  
**OJ S 230/2013 27/11/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Conseil interprofessionnel des vins de Provence

Postal address: Maison des vins – RN7

Town: Les Arcs-sur-Argens

Postal code: 83460

Country: France

Contact person: CIVP

For the attention of: Eric Dufavet

E-mail: [edufavet@provencewines.com](mailto:edufavet@provencewines.com)

Telephone: +33 494995010

Fax: +33 494995019

**Internet address(es):**

General address of the contracting authority: [www.vinsdeprovence.com](http://www.vinsdeprovence.com)

**I.2. Type of the contracting authority**

Other: Interprofession

**I.3. Main activity**

Other: Interprofession viti-vinicole

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Promotion des vins de Provence sur les États-Unis

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

Main site or place of performance: États-Unis

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Programme de communication et de promotion des vins de Provence sur les États-Unis.

**II.1.5. CPV code(s)**

79340000 Advertising and marketing services

### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **II.2. Total value of the contract/lot**

#### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Qualité réponse au cahier des charges. Weighting 1
2. Compréhension de la filière viticole. Weighting 1
3. Cohérence programmes/objectifs/stratégie. Weighting 1
4. Eligibilité des actions. Weighting 1
5. Rapport qualité/prix. Weighting 1
6. Capacité de mobilisation des entreprises. Weighting 1
7. Qualité du reporting. Weighting 1
8. Capacité humaine et technique. Weighting 1
9. Mesures d'évaluation. Weighting 1

#### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

CIVP/USA/2014

#### **IV.3.2. Previous publication concerning this procedure**

no

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

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Contract No: 2013/S171-296364

Lot title: Promotion des vins de Provence sur les États-Unis

### **V.1. Date of conclusion of the contract**

25.10.2013

### **V.2. Information about tenders**

Number of tenders received: 3

### **V.3. Name and address of the contractor**

Official name: EOC International

Postal address: 1 rue de la République

Town: Marseille

Postal code: 13002

Country: France  
E-mail: [annemr@eoc-international.com](mailto:annemr@eoc-international.com)  
Telephone: +33 495093250  
Fax: +33 495093259

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:  
Value: 500 000 EUR  
excluding VAT  
Total value of the procurement:  
Value: 500 000 EUR  
excluding VAT  
If annual or monthly value:  
Number of years: 3

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. 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: OCM vitivinicole 2014-2018

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

Official name: Tribunal de grande instance  
Postal address: 11 rue Pierre Clément  
Town: Draguignan  
Postal code: 83007  
Country: France  
Telephone: +33 494605700

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

22.11.2013