

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

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@provincewines.com

Telephone: +33 494995010

Fax: +33 494995019

Internet address(es):General address of the contracting authority: 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

II.1. Description**II.1.1. Title**

Programme de promotion des vins de Provence sur la Chine

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: Chine

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 la Chine

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

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/CHINE/2014

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 2013/S171-296270

Lot title: Programme de promotion des vins de Provence sur la Chine

V.1. Date of conclusion of the contract

25.10.2013

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Sopexa China CO Ltd

Postal address: Prime Tower, room 620 22 Chaowai street, Chaoyang District

Town: Pekin

Postal code: 100020

Country: France
Telephone: +86 1065888675
Fax: +86 1065880700

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

Initial estimated total value of the contract/lot:

Value: 150 000 EUR

excluding VAT

Total value of the procurement:

Value: 150 000 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

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