

425038-2026 - Competition

France – Advertising and marketing services – HONG KONG 2026 Point-of Sale Activities et Digital Promotion

OJ S 118/2026 22/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: CIVB

Email: proposals@vins-bordeaux.fr

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: HONG KONG 2026 Point-of Sale Activities et Digital Promotion

Description: The present call for proposals from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of Marketing Services in Hong Kong for 2026 in respect of in-store activities and digital promotion services.

Procedure identifier: f0beaa9c-08e3-4105-8c84-108459e971fc

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Hong Kong

Additional information: Hong Kong

2.1.3. Value

Estimated value excluding VAT: 70 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: HONG KONG 2026 Point-of Sale Activities et Digital Promotion

Description: The present call for proposals from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of Marketing Services in Hong Kong for 2026 in respect of in-store activities and digital promotion services.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Hong Kong

Additional information: Hong Kong

5.1.3. Estimated duration

Start date: 27/07/2026

Duration end date: 31/12/2026

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_1167667.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://civb.e-marchespublics.com>

Languages in which tenders or requests to participate may be submitted: French, English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 20/07/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Conseil Interprofessionnel du Vin de Bordeaux

8. Organisations

8.1. ORG-0001

Official name: CIVB
Registration number: 78184609200018
Postal address: 1 cours du XXX juillet
Town: BORDEAUX
Postcode: 33075
Country subdivision (NUTS): Gironde (FRI12)
Country: France
Email: proposals@vins-bordeaux.fr
Telephone: +33 556002266
Internet address: <https://www.bordeaux.com/fr>
Buyer profile: <https://civb.e-marchespublics.com>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Conseil Interprofessionnel du Vin de Bordeaux
Registration number: FR09781846092
Town: Bordeaux
Postcode: 33075 Cedex
Country subdivision (NUTS): Gironde (FRI12)
Country: France

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS
Registration number: 45072478600030
Town: Paris
Postcode: 75015
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: contact@dematis.com
Telephone: +33 172365548
Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 2b3e743b-6c62-4b38-8a5d-d86ad3cc8e5f - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16

Notice dispatch date: 19/06/2026 01:00:03 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 425038-2026

OJ S issue number: 118/2026

Publication date: 22/06/2026