

France-Paris: Dairy products
OJ S 175/2019 11/09/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: GEIE European Milk Forum (EMF)

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Dominique Poisson

E-mail: dpoisson@cniel.com

Telephone: +33 149707155

Internet address(es):

Main address: <http://www.milknutritiousbynature.eu>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Dairy organisations

I.5. Main activity

Other activity: Agri-food

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Media Buying for a Multi Country Programme on Cheeses of Europe in Internal Markets

II.1.2. Main CPV code

15500000 Dairy products

II.1.3. Type of contract

Services

II.1.4. Short description

Media buying for a multi country programme on cheeses of Europe in internal markets in DK, FR and IE.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 700 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

15500000 Dairy products

II.2.3. Place of performance

NUTS code: DK Danmark

NUTS code: FR France

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

Media buying in the internal markets of the 3 countries involved in this programme, according to the programme described in the brief.

II.2.5. Award criteria

Quality criterion - Name: Relevance of the media plan to the objectives of the campaign, justification of the proposal, expertise of the agency on the proposed media plan 20 / Weighting : 20

Cost criterion - Name: Quality price ratio / Weighting: 45

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: The present programme was accepted by the EUC under the following Regulation - (EU) Regulation no. 1144/2014 of 22 October 2014 - Delegated (EU) Regulation no. 3025/1829 of 23 April 2015 - Implementing (EU) Regulation no. 2015/1831 of 7 October 2015 A Grand Agreement was signed with the EUC in January 2019 for this programme

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 211-482397](#)

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

Title:

Media Buying for a Multi Country Programme on Cheeses of Europe in Internal Markets

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/09/2019

V.2.2. Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Mediabrands Initiative

National registration number: 302 475 728 RCS Nanterre

Postal address: 79-83 Rue Baudin

Town: Levallois Perret

NUTS code: FR France

Postal code: 92300

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 700 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

The participating agencies must send their proposal at the latest by 10.12.2018 before 12 noon

— in digital format to dpoisson@cniel.com and cgreenhalgh@cniel.com

— and by post with one print copy and one memory stick to Clare Greenhalgh, EEIG EMF 42
Rue de Chateaudun 75009 Paris, tel +33 1 49 70 71 71

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

VI.5. Date of dispatch of this notice

07/09/2019