

## 466594-2026 - Competition

France – Advertising and marketing services – USA In-Store promotion services

OJ S 128/2026 07/07/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: CIVB

Email: [civb@vins-bordeaux.fr](mailto:civb@vins-bordeaux.fr)

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Economic affairs

### 2. Procedure

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#### 2.1. Procedure

Title: USA In-Store promotion services

Description: The present call for tender from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of point-of-sale marketing services in the United States of America for a period of 24 months as of the date the contract is awarded.

Procedure identifier: ca8f13a9-e562-48d4-97e5-071b4633dd64

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: United States

Additional information: USA

##### 2.1.3. Value

Estimated value excluding VAT: 460 000,00 USD

##### 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

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#### 5.1. Lot: LOT-0001

Title: USA In-Store promotions 2026-2028

Description: The present call for tender from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of point-of-sale marketing services in the United States of America for a period of 24 months as of the date the contract is awarded.

#### **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: United States

Additional information: USA

#### **5.1.3. Estimated duration**

Duration: 24 Months

#### **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\\_1170719.html](https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_1170719.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: 05/08/2026 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

Organisation providing more information on the review procedures: Conseil Interprofessionnel du Vin de Bordeaux

## **8. Organisations**

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### 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: [civb@vins-bordeaux.fr](mailto:civb@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  
Postal address: 1 Cours du XXX juillet  
Town: Bordeaux  
Postcode: 33000  
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](mailto:contact@dematis.com)  
Telephone: +33 172365548  
Internet address: [www.dematis.com](http://www.dematis.com)

#### **Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: 0f42be1a-1914-42c0-9a43-8c994cedff08 - 01  
Form type: Competition  
Notice type: Contract or concession notice – standard regime  
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