

France-Paris: Market research services
OJ S 180/2022 19/09/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: jpintacosta@cniel.com

Telephone: +33 149707138

Internet address(es):

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

Address of the buyer profile: <https://www.achatpublic.com/>

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

Implementation of an evaluation survey of an Information and Advertising Programme to Promote European Cheese in Australia 2022-2024

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

Design and Implementation of an evaluation survey of an 'Information and Advertising Programme to Promote European Cheese in Australia 2022-2024'. This programme will deliver a follow-up to previous cheese programmes in Australia. In addition, it will deliver new promotions and tracks based on the results of previous triennials. It will have 2 Objectives :
1°: Inform about the essentiality and accessibility of European cheeses

2° Support the export of European cheeses in France and increase market share in the target country.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 33 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: AU Australia

NUTS code: FR France

Main site or place of performance: Australia

II.2.4. Description of the procurement

The purpose of the contract is the design and implementation of an Information and Advertising Programme to Promote European Cheese in Australia 2022-2024'. The programme will deliver a follow-up to previous cheese programmes in Australia. In addition, it will deliver new promotions and tracks based on the results of previous triennials. It will have 2 objectives :

Objective 1: Inform about the essentiality and accessibility of European cheeses and in particular aim to increase the level of knowledge, improve the image and reputation of European cheese and its qualities among the targets of the action.

Objective 2: Support the export of European cheeses in France and increase market share in the target country. And in particular: support the competitiveness of the European agricultural sector in Australia and reposition European cheese in front of local cheeses and other imported cheeses.

II.2.5. Award criteria

Quality criterion - Name: Compréhension du brief / Weighting: 10

Quality criterion - Name: Pertinence du dispositif d'étude proposé / Weighting: 25

Quality criterion - Name: Pertinence du dispositif d'étude proposé / Weighting: 20

Quality criterion - Name: Solidité des traitements et analyses / Weighting: 25

Price - Weighting: 20

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: Information and Advertising Programme to Promote European Cheese in Australia 2022-2024.

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: [2021/S 230-604641](#)

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**

Contract No: 1**Title:**

Implementation of an evaluation survey of an Information and Advertising Programme to Promote European Cheese in Australia 2022-2024

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

01/02/2022

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

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

V.2.3. Name and address of the contractor

Official name: Occurrence

Postal address: 41 rue du Sentie

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

E-mail: info@occurrence.fr

Telephone: +33 148246900

Fax: +33 148246910

Internet address: <http://www.occurrence.fr/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 33 000,00 EUR

Total value of the contract/lot: 33 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

The opening of tenders will take place between January 3rd and January 7th 2022

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Grande Instance de Paris

Postal address: 29-45 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

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: 29-45 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

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

VI.5. Date of dispatch of this notice

14/09/2022