

France-Bordeaux: Advertising and marketing services

OJ S 163/2023 25/08/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CIVB

Postal address: 1 cours du XXX juillet

Town: BORDEAUX

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: proposals@vins-bordeaux.fr

Telephone: +33 556002266

Internet address(es):

Main address: <http://www.bordeaux.com/fr>

Address of the buyer profile: https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_959921.html

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_959921.html

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Organisme de filière

I.5. Main activity

Other activity: Agroalimentaire

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

SERVICES MARKETING UK 2024-2026

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent appel d'offres du Conseil Interprofessionnel du Vin de Bordeaux vise à identifier un prestataire de services marketing au Royaume-Uni pour la période 2024-2026 , à compter de la date d'attribution de chaque lot.

II.1.5. Estimated total value

Value excluding VAT: 1 740 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Promotions en point de vente
Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Créer et déployer ses activités de points de vente sur le marché.Organiser 2 temps forts, un pour chacun de ses principaux canaux de distribution : les grands multiples et les cavistes.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 705 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2024 End: 31/12/2026
This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Événements et formation (consommateurs et commerce)
Lot No: 2

II.2.2. Additional CPV code(s)

80500000 Training services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Organiser les événements Bordeaux Wines, principale activité de relations commerciales et de présence du CIVB auprès des consommateurs au Royaume-Uni.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 790 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2024 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Relations presse

Lot No: 3

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Entretenir l'intérêt des médias pour Bordeaux en les informant régulièrement. Informer les médias des actions menées par le CIVB au Royaume-Uni. Approfondir des sujets avec des informations très détaillées sur un sujet prioritaire pour les vins de Bordeaux. Faire venir des journalistes à Bordeaux. Répondre à toutes les questions et "demandes entrantes" des médias.

II.2.5.

Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 245 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2024 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Une lettre de motivation précisant les lots pour lesquels le candidat soumet une proposition

Une fiche d'identification dûment complétée et signée

La preuve d'enregistrement au registre des sociétés

Une déclaration sur l'honneur dûment complétée et signée

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 29/09/2023 Local time: 17:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 02/10/2023 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: CIVB

Town: BORDEAUX

Country: France

VI.4.2. Body responsible for mediation procedures

Official name: CIVB

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

21/08/2023