

France-Castanet-Tolosan: Advertising consultancy services

OJ S 164/2023 28/08/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INTERPROFESSION DES VINS DU SUD-OUEST

Postal address: Centre INRA - Bâtiment CACG Chemin de Borde Rouge - B.P. 92123

Town: Castanet-tolosan

NUTS code: FRJ23 Haute-Garonne

Postal code: 31321

Country: France

E-mail: Nathalie@france-sudouest.com

Telephone: +33 0561738706

Internet address(es):Main address: <https://www.vignobles-sudouest.fr/>Address of the buyer profile: https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do**I.4. Type of the contracting authority**

Other type: Interprofession viticole

I.5. Main activity

Other activity: Agriculture

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Elaboration d'un programme d'actions quadriennal (2023-2026) de promotion des vins du Sud Ouest aux USA

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Elaboration d'un programme d'actions quadriennal (2023-2026) de promotion des vins du Sud Ouest aux USA, entraînement général (Lot 1) et club entreprises (Lot 2), Tranche ferme et tranches conditionnelles

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 900 000,00 EUR

II.2. Description

II.2.1. Title

Élaboration d'un programme d'actions de promotion des vins du sud Ouest aux USA.

Entraînement général

Lot No: 1

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FRJ23 Haute-Garonne

Main site or place of performance: USA

II.2.4. Description of the procurement

Élaboration d'un programme d'actions de promotion des vins du sud Ouest aux USA. Ce lot est réservé aux actions d'entraînement général. Le marché est composé d'une tranche ferme (16 octobre 2023/31 décembre 2024) et de deux tranches conditionnelles :- Tranche 1 du 1er janvier 2025/ 31 décembre 2025- Tranche 2 du 1er janvier au 31 décembre 2026

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 70

Price - Weighting: 30

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 délégué (UE) 2023 /330

II.2.14. Additional information

II.2. Description

II.2.1. Title

Élaboration d'un programme d'actions de promotion des vins du sud Ouest aux USA. Club entreprises

Lot No: 2

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FRJ23 Haute-Garonne

Main site or place of performance: USA

II.2.4. Description of the procurement

Élaboration d'un programme d'actions de promotion des vins du sud Ouest aux USA. Ce lot est réservé aux actions dédiées au club entreprises. Le marché est composé d'une tranche

ferme (16 octobre 2023/31 décembre 2024) et de deux tranches conditionnelles :- Tranche 1 du 1er janvier 2025/ 31 décembre 2025- Tranche 2 du 1er janvier au 31 décembre 2026

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 70

Price - Weighting: 30

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 1308/2013;Règlement délégué (UE) 2023/330

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: [2023/S 093-286847](#)

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

Lot No: 1

Title:

- Lot 1 : Élaboration d'un programme d'actions de promotion des vins du Sud-ouest aux USA.
Tranche ferme (16 octobre 2023 au 1 décembre 2024) et deux tranches conditionnelles

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/07/2023

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1
Number of tenders received from tenderers from non-EU Member States: 1
Number of tenders received by electronic means: 1
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: SOPEXA USA
Postal address: SOPEXA USA 250 Hudson Street, Suite 703 New York NY 10013
Town: New York City
NUTS code: US United States
Country: United States
Internet address: <http://www.sopexa.com>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 900 000,00 EUR
Total value of the contract/lot: 900 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 2

Title:

Élaboration d'un programme d'actions de promotion des vins du Sud-ouest aux USA. Actions dédiées au club entreprises. Tranche ferme et tranches conditionnelles

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Grande Instance de toulouse
Postal address: 2 allées Jules Guesde
Town: Toulouse
Postal code: 31000
Country: France
Internet address: <http://www.justice.gouv.fr/>

VI.5. Date of dispatch of this notice

23/08/2023