

522029-2026 - Competition

Italy – Marketing services – Servizi di marketing e comunicazione per la promozione dei vini Alto Adige DOC nei mercati Svizzera, Regno Unito, Belgio, Svezia e Danimarca

OJ S 143/2026 28/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: IDM Südtirol - Alto Adige

Email: legal@idm-suedtirol.com

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servizi di marketing e comunicazione per la promozione dei vini Alto Adige DOC nei mercati Svizzera, Regno Unito, Belgio, Svezia e Danimarca

Description: Servizi di marketing e comunicazione per la promozione dei vini Alto Adige DOC nei mercati Svizzera, Regno Unito, Belgio, Svezia e Danimarca

Procedure identifier: cac34ba4-4a28-49c7-9d94-3b86af0cf841

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

2.1.3. Value

Estimated value excluding VAT: 1 650 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 5

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 5

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato della Svizzera (CH)

Description: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato della Svizzera (CH)

Internal identifier: 24/07/2026_1-Lot-1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.3. Estimated duration

Duration: 730 Days

5.1.5. Value

Estimated value excluding VAT: 552 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Qualità 80

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 80

Criterion:

Type: Cost

Description: Prezzo 20

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

Category of award threshold criterion: Minimum score

Award criterion number: 50

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Address of the procurement documents: <https://www.bandi-altoadige.it/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.bandi-altoadige.it/>

Languages in which tenders or requests to participate may be submitted: Italian, German

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

Information about public opening:

Opening date: 30/08/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Additional information: Ai sensi dall'art. 6, comma 8, della L.P. 16/2015 l'apertura delle offerte si terrà in seduta riservata.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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: Tribunale Regionale di Giustizia Amministrativa Sezione Autonoma di Bolzano

Information about review deadlines: 30 Giorni

Organisation providing additional information about the procurement procedure: IDM Südtirol - Alto Adige

Organisation providing offline access to the procurement documents: IDM Südtirol - Alto Adige

Organisation receiving requests to participate: IDM Südtirol - Alto Adige

Organisation processing tenders: IDM Südtirol - Alto Adige

5.1. Lot: LOT-0002

Title: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato del Regno Unito (UK)

Description: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato del Regno Unito (UK)

Internal identifier: 24/7/2026_1-Lot-2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.3. Estimated duration

Duration: 730 Days

5.1.5. Value

Estimated value excluding VAT: 456 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Qualità 80

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 80

Criterion:

Type: Cost

Description: Prezzo 20

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

Category of award threshold criterion: Minimum score

Award criterion number: 50

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Address of the procurement documents: <https://www.bandi-altoadige.it/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.bandi-altoadige.it/>

Languages in which tenders or requests to participate may be submitted: Italian, German

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

Information about public opening:

Opening date: 30/08/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Additional information: Ai sensi dall'art. 6, comma 8, della L.P. 16/2015 l'apertura delle offerte si terrà in seduta riservata.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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: Tribunale Regionale di Giustizia Amministrativa Sezione Autonoma di Bolzano

Information about review deadlines: 30 giorni

Organisation providing additional information about the procurement procedure: IDM Südtirol - Alto Adige

Organisation providing offline access to the procurement documents: IDM Südtirol - Alto Adige

Organisation receiving requests to participate: IDM Südtirol - Alto Adige

Organisation processing tenders: IDM Südtirol - Alto Adige

5.1. Lot: LOT-0003

Title: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato del Belgio (BE)

Description: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato del Belgio (BE)

Internal identifier: 24/07/2026_1-Lot-3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.3. Estimated duration

Duration: 730 Days

5.1.5. Value

Estimated value excluding VAT: 246 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Qualità 80

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 80

Criterion:

Type: Cost

Description: Prezzo 20

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

Category of award threshold criterion: Minimum score

Award criterion number: 50

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Address of the procurement documents: <https://www.bandi-altoadige.it/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.bandi-altoadige.it/>

Languages in which tenders or requests to participate may be submitted: Italian, German

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

Information about public opening:

Opening date: 30/08/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Additional information: Ai sensi dall'art. 6, comma 8, della L.P. 16/2015 l'apertura delle offerte si terrà in seduta riservata.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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: Tribunale Regionale di Giustizia Amministrativa Sezione Autonoma di Bolzano

Information about review deadlines: 30 Giorni

Organisation providing additional information about the procurement procedure: IDM Südtirol - Alto Adige

Organisation providing offline access to the procurement documents: IDM Südtirol - Alto Adige

Organisation receiving requests to participate: IDM Südtirol - Alto Adige

Organisation processing tenders: IDM Südtirol - Alto Adige

5.1. Lot: LOT-0004

Title: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato della Svezia (SE)

Description: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato della Svezia (SE)

Internal identifier: 24/07/2026_1-Lot-4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.3. Estimated duration

Duration: 730 Days

5.1.5. Value

Estimated value excluding VAT: 204 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Qualità 80

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 80

Criterion:

Type: Cost

Description: Prezzo 20

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

Category of award threshold criterion: Minimum score

Award criterion number: 50

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Address of the procurement documents: <https://www.bandi-altoadige.it/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.bandi-altoadige.it/>

Languages in which tenders or requests to participate may be submitted: Italian, German

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

Information about public opening:

Opening date: 30/08/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Additional information: Ai sensi dall'art. 6, comma 8, della L.P. 16/2015 l'apertura delle offerte si terrà in seduta riservata

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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: Tribunale Regionale di Giustizia Amministrativa Sezione Autonoma di Bolzano

Information about review deadlines: 30 Giorni

Organisation providing additional information about the procurement procedure: IDM Südtirol - Alto Adige

Organisation providing offline access to the procurement documents: IDM Südtirol - Alto Adige

Organisation receiving requests to participate: IDM Südtirol - Alto Adige

Organisation processing tenders: IDM Südtirol - Alto Adige

5.1. Lot: LOT-0005

Title: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato della Danimarca (DK)

Description: Servizio di marketing e comunicazione per la promozione dei vini Alto Adige DOC nel mercato della Danimarca (DK)

Internal identifier: 24/07/2026_1 Lot-5

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.3. Estimated duration

Duration: 730 Days

5.1.5. Value

Estimated value excluding VAT: 192 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Qualità 80

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 80

Criterion:

Type: Cost

Description: Prezzo 20

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

Category of award threshold criterion: Minimum score

Award criterion number: 50

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Address of the procurement documents: <https://www.bandi-altoadige.it/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.bandi-altoadige.it/>

Languages in which tenders or requests to participate may be submitted: Italian, German

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 30/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

Information about public opening:

Opening date: 30/08/2026 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Additional information: Ai sensi dall'art. 6, comma 8, della L.P. 16/2015 l'apertura delle offerte si terrà in seduta riservata.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

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: Tribunale Regionale di Giustizia Amministrativa Sezione Autonoma di Bolzano

Information about review deadlines: 30 giorni

Organisation providing additional information about the procurement procedure: IDM Südtirol - Alto Adige
Organisation providing offline access to the procurement documents: IDM Südtirol - Alto Adige
Organisation receiving requests to participate: IDM Südtirol - Alto Adige
Organisation processing tenders: IDM Südtirol - Alto Adige

8. Organisations

8.1. ORG-0001

Official name: IDM Südtirol - Alto Adige
Registration number: 02521490215
Postal address: Piazza della Parrocchia, 11
Town: Bolzano
Postcode: 39000
Country subdivision (NUTS): Bolzano-Bozen (ITH10)
Country: Italy
Email: legal@idm-suedtirol.com
Telephone: 0471094000

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation receiving requests to participate
Organisation processing tenders

8.1. ORG-0002

Official name: Tribunale Regionale di Giustizia Amministrativa Sezione Autonoma di Bolzano
Registration number: 00586190217
Postal address: Via Dé Medici n. 8 Dé Medici Straße Nr. 8
Town: Bolzano
Postcode: 39000
Country subdivision (NUTS): Bolzano-Bozen (ITH10)
Country: Italy

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: cac34ba4-4a28-49c7-9d94-3b86af0cf841 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 27/07/2026 14:40:23 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Italian, German
Notice publication number: 522029-2026
OJ S issue number: 143/2026
Publication date: 28/07/2026