

529511-2026 - Competition

France – Advertising and marketing services – Promotion des vins d'Alsace en Chine en 2027, 2028 et 2029

OJ S 145/2026 30/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comite Interprofessionnel Vin d'Alsace

Email: f.aulagnon@civa.fr

Legal type of the buyer: Local authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Promotion des vins d'Alsace en Chine en 2027, 2028 et 2029

Description: Campagne de promotion des vins d'Alsace en Chine en 2027, renouvelable en 2028 et en 2029

Procedure identifier: 33951816-adf7-4e0a-85bc-245d4e1a70ab

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: China

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 100 000,00 EUR

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

5.1. Lot: LOT-0001

Title: Promotion des Vins d'Alsace en Chine en 2027, 2028 et 2029

Description: Campagne de promotion des vins d'Alsace en Chine en 2027, renouvelable en 2028 et 2029

Internal identifier: CN 2027 - 2029 - Promotion des vins d'Alsace

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: China

Anywhere in the given country

5.1.3. Estimated duration

Start date: 29/07/2026

Duration end date: 31/12/2029

5.1.4. Renewal

Maximum renewals: 2

5.1.5. Value

Estimated value excluding VAT: 100 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

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: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: 1. Connaissance du marché des vins en Chine. Pondération:

3. 2. Expérience sur ce marché. Pondération: 3. 3. Pertinence du projet. Pondération: 8. 4.

Capacité technique et financière. Pondération: 2. 5. Adaptabilité aux contraintes

administratives. Pondération: 2. 6. Prix des prestations. Pondération: 2.

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-marchespublics.com/appel-offre/1173480>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.e-marchespublics.com/appel-offre/1111401>

Languages in which tenders or requests to participate may be submitted: French, English

Electronic catalogue: Required

Deadline for receipt of tenders: 11/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 36 Months

Information about public opening:

Opening date: 11/09/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

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

Conditions relating to the performance of the contract: Ces mesures sont celles qui peuvent être financées indirectement par l'UE : tout projet sortant de ce champ sera rejeté. Il faut donc que l'agence postulante émette des propositions qui respectent impérativement le cadre de ces mesures éligibles Ces mesures sont jusqu'à présent détaillées dans les Règlements (CE) n°1308/2013 du Parlement Européen et du Conseil du 17 décembre 2013 (cf. article 45) enrichis notamment avec le Règlement (UE) du Parlement européen 2021/2115, en particulier en son article 58 La réponse à l'appel d'offre doit obligatoirement être conforme au cahier des charges de France Agrimer (FAM) et aux éléments contenus dans les différentes décisions de la Directrice Générale de FAM listées sur le site internet de l'office, en particulier pour la mise en forme des "fiches évènements" La décision directement rattachée à ce marché est celle du 16 juillet 2024, portant référence INTV-POP-2024-82

Electronic invoicing: Required

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: Comité interprofessionnel des Vins d'Alsace

Organisation providing more information on the review procedures: Comité interprofessionnel des Vins d'Alsace

8. Organisations

8.1. ORG-0001

Official name: Comité Interprofessionnel Vin d'Alsace

Registration number: 77890470600026

Postal address: 12 avenue de la Foire aux Vins

Town: COLMAR

Postcode: 68000

Country subdivision (NUTS): Haut-Rhin (FRF12)

Country: France

Email: f.aulagnon@civa.fr

Telephone: +33 389201620

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Comité interprofessionnel des Vins d'Alsace

Registration number: 778 904 706 00026

Postal address: 12 avenue de la Foire aux Vins

Town: COLMAR

Postcode: 68000

Country subdivision (NUTS): Haut-Rhin (FRF12)

Country: France

Email: f.aulagnon@civa.fr

Telephone: 0389201620

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

Telephone: +33 172365548

Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 4f74989d-9634-4c1e-b391-7ae8b7729369 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 29/07/2026 12:20:02 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 529511-2026

OJ S issue number: 145/2026

Publication date: 30/07/2026