

France-Les Arcs-sur-Argens: Advertising and marketing services
OJ S 235/2018 06/12/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Conseil Interprofessionnel des Vins de Provence

National registration number: 45107019700012

Postal address: Maison des Vins, RN7, CS 50002

Town: Les Arcs-sur-Argens

NUTS code: FRL05 Var

Postal code: 83460

Country: France

Contact person: civp@provencewines.com

E-mail: civp@provencewines.com

Telephone: +33 494995010

Internet address(es):

Main address: <http://www.vinsdeprovence.com>

I.4. Type of the contracting authority

Other type: Interprofession

I.5. Main activity

Other activity: Viticulture

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Programme de promotion des vins de Provence aux États-Unis

Reference number: CIVPUSA19

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Plan actions de communication aux USA pour une durée de 1 à 3 ans.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 1 200 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

Main site or place of performance: États-Unis.

II.2.4. Description of the procurement

Voir cahier des charges dans annonce 18-104901

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

Possibilité budget optionnel en fonction des ressources du CIVP.

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: Promotion des vins sur les marchés pays tiers Programmation
2019-2023 OCM 1308/2013

II.2.14. Additional information

Publicité communication.

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

The procurement involves the establishment of a framework agreement

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: [2018/S 143-327327](#)

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: 18-104901

Title:

Civpusa19

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/10/2018

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 3

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: 250 Hudson Street

Town: New York

NUTS code: 00 Other or Not Specified

Postal code: 10013

Country: France

Internet address: <http://www.sopexa.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 200 000,00 EUR

Total value of the contract/lot: 1 200 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance Draguignan

Postal address: 11 rue Pierre Clément

Town: Draguignan

Postal code: 83000

Country: France

Telephone: +33 494605700

VI.5. Date of dispatch of this notice

04/12/2018

