

549453-2026 - Competition

France – Advertising and marketing services – TENDER CALL BRAZIL 2027 VINS DE PROVENCE
OJ S 151/2026 07/08/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: civp
Email: cbenetti@provincewines.com
Legal type of the buyer: Public undertaking
Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: TENDER CALL BRAZIL 2027 VINS DE PROVENCE
Description: Through this call for tenders, the CIVP is seeking to appoint a trade relations agency specializing in the Brazilian market to organize a study trip during the first half of 2027. The trip will aim to deepen the CIVP's understanding of the market, assess how the Vins de Provence positioning resonates with the Brazilian trade, and initiate business relationships for participating Provence wine companies The Tenderer submits the following indicative financial proposal : Firm Contract Period (2027): EUR 100,000 excluding VAT Total amount excluding VAT (in words): one hundred thousand euros (100 000euros) See terms and conditions in the Project brief document.
Procedure identifier: 9a067f00-9fb5-4e79-8c1b-1a31072ed99f
Internal identifier: TENDER CALL BRAZIL 2027
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: Brazil
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: STUDY TRIP BRAZIL 2027

Description: SEE PROJECT BRIEF DOCUMENT

Internal identifier: 001

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: Brazil

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/01/2027

Duration: 12 Months

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: Tender requirement

Procurement Project fully or partially financed with EU Funds.

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

Additional information: The Brazil Action Plan will be implemented under the wine promotion measure for third-country markets by interprofessional organisations for the 2023-2027

programming period, in accordance with Article 58 of Regulation (EU) No 2021/2115

establishing a common organisation of the markets in agricultural products. - The promotional

activities covered by the 2026 call for proposals must be carried out between 1 January 2027

and 31 December 2027. - These grants provide an outstanding opportunity for the Wines of

Provence to continue pursuing a strong export strategy in third-country markets. In return, the

European Commission requires strict compliance with the applicable procedures (see

Appendix). - This invitation to tender is intended to identify the service provider best able to

propose, implement, and deliver an appropriate programme for the markets specified in the

title, based on the objectives and award criteria set out below. - The budget has been

estimated for the purposes of this invitation to tender. It will be confirmed by the General

Assembly of the Conseil Interprofessionnel des Vins de Provence in December 2026

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Price is not the only criterion for contract award. All award criteria are defined exclusively in the tender documents and must comply with the requirements applicable to EU-funded grants, thereby imposing an additional level of quality on this contract. See Project brief document for the criteria list.

5.1.11. Procurement documents

Address of the procurement documents: https://vinsdeprovence.e-marchespublics.com/pack/annonce_marche_public_33690_1176980.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://vinsdeprovence.e-marchespublics.com>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Allowed

Deadline for receipt of tenders: 07/09/2026 08:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Information about public opening:

Opening date: 07/09/2026 09:00:00 (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: See Special Administrative Conditions CCAP BRAZIL 2027 document

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: TGI de Paris

Information about review deadlines: Organization responsible for handling appeal procedures if the CIVP's decision is challenged after 60 days.

8. Organisations

8.1. ORG-0001

Official name: civp

Registration number: 45107019700012

Postal address: Maison Des Vins Rn7 MAISON DES VINS

Town: les Arcs

Postcode: 83460

Country subdivision (NUTS): Var (FRL05)

Country: France

Email: cbenetti@provencewines.com

Telephone: +33 494995010

Internet address: <https://www.vinsdeprovence.com>

Buyer profile: <https://vinsdeprovence.e-marchespublics.com>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: TGI de Paris

Registration number: 17750111101763

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postcode: 75859

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Review organisation

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: 4259380d-c20a-48d6-b40c-87d1f9eec5ba - 01

Form type: Competition

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