

France-Paris: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 227/2020 20/11/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: CNIEL Interprofession Laitière Française

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Emilie Martin

E-mail: [emartin@cniel.com](mailto:emartin@cniel.com)

Telephone: +86 13641244445

**Internet address(es):**

Main address: <http://www.filiere-laitiere.fr>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.filiere-laitiere.fr/en/appels-doffres>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Other type: Dairy organisations

**I.5. Main activity**

Other activity: Agri-food

---

**Section II: Object**

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

**II.1.1. Title**

Information and Promotion Programme on European Butter in Asia: Japan, South Korea, P.R. China, Taiwan 2021-2023

**II.1.2. Main CPV code**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

This tender is intended to award the contract regarding the conception and implementation of an 'Information and Promotion Programme on European Butter in Asia: Japan, South Korea, P. R. China, Taiwan 2021-2023'.

Objective 1: Increase the level of knowledge about European butter and its virtues by 15 % with opinion leaders and foodies (estimated at 6 450 000).

Objective 2: Increase the European butter market share by +2 points over the 3 years by supporting exports (volume/value).

#### **II.1.5. Estimated total value**

Value excluding VAT: 2 182 968,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

15530000 Butter

#### **II.2.3. Place of performance**

NUTS code: JP Japan

NUTS code: TW Taiwan

NUTS code: KR South Korea

NUTS code: HK Hong Kong

NUTS code: CN China

Main site or place of performance: JAPAN, SOUTH KOREA, P.R. CHINA and TAIWAN.

#### **II.2.4. Description of the procurement**

The bid must be written in French or English and contain a technical and financial memorandum based on the elements described in the tender specifications.

— for each action, the tenderer shall propose:

- the organisation of each action (objectives, messages to be communicated, action plan for logistics, materials produced, budget);
- a precise scheduling for each action;
- shall give specific effectiveness indicators (KPIs) per target which will be used as the basis for any evaluation;
- an estimate of the result for all of the programme's actions.

— a proposal of a secondary message to complete the main European message,

— the proposed budget must include:

- a precise budget for the three years of the programme per action and per country;
- a summary budget.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Technical offer: a. Answer to the briefing, rationale, relevance of the strategy to targets and markets — weighted criterion/20 b. Quality and efficiency of the proposal (KPIs), quality of the actions/activities and declination of the program (temporality) - weighted criterion/20 c. Quality and quality content of tools proposed in relation to actions - weighted criterion/10 d. Relevance of the campaign's secondary message, completing the main European message, in adequacy with proposed actions and targeted objectives: weighted criterion/10 / Weighting: 60

Quality criterion - Name: Quality of the proposed organization: structure of the agency and competence of the team for the realization of the services of the markets, project organisation and management structure specific to a multi markets programme / Weighting: 25  
Cost criterion - Name: 'Budget' — Cost effectiveness: Budget breakdown with regard to activities/markets/and especially expected results; respect of the agency fees criteria mentioned in the tender specifications documents / Weighting: 15

#### **II.2.6. Estimated value**

Value excluding VAT: 2 182 968,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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: Information and promotion programme on European butter in Asia: Japan, South Korea, P.R. China, Taiwan 2021-2023.

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

---

#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

- an official record of criminal convictions; if the preferred bidder is located abroad, that bidder must provide the relevant record or, in the last resort, an equivalent document issued by the relevant judicial or administrative authority of its country of origin or establishment, attesting that the bidder is not excluded from tender procedures,
- proof of insurance for professional risks,
- the documents provided for in Articles D. 8222-5 or D. 8222-7 and D. 8222-8 or D. 8254-2 to D. 8254-5 of the French Labour Code, which must be provided every 6 months until the end of the performance of the contract,
- form ATTR11 (contract agreement form) dated and signed by the person who is empowered to make binding commitments on behalf of the bidder (for groupings, the contract agreement form must be a single document) that the CNIEL will duly complete and send.

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

- the extract of profit/loss account for the last 3 years and, as applicable, the revenue for the business segment that corresponds to the purpose of the contract, over the last three financial years for which information is available,

— the attestations and certificates issued by the relevant administrations and organisations which prove that the bidder has complied with its tax and social security obligations. If the preferred bidder is established abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- a list of similar services provided during the last 3 years. The applicant shall state the amount, the date and the name of the public sector or private sector client, in compliance with any confidentiality requirements,
- a declaration stating the applicant's average annual headcount and the proportion of management personnel for each of the last 3 years,
- a description of the applicant's material and human resources that provide the rationale for its capacity to perform the required services,
- the data protection agreement duly filled out and signed.

### **III.2. Conditions related to the contract**

#### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 21/12/2020 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English, French

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 22/12/2020 Local time: 12:00

Place:

Conf call TEAMS online.

Information about authorised persons and opening procedure: Selection committee from Cniel.

## Section VI: Complementary information

---

### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Tribunal de Grande Instance de Paris

Postal address: 29-45 Avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 14432515-1

Internet address: <http://www.ca-paris.justice.fr>

#### VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de Grande Instance de Paris

Postal address: 29-45 Avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 14432515-1

Internet address: <http://www.ca-paris.justice.fr>

### VI.5. Date of dispatch of this notice

17/11/2020