

France-Paris: Dairy products
OJ S 241/2019 13/12/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: GEIE European Milk Forum (EMF)

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Siobhan Kane

E-mail: skane@cniel.com

Telephone: +33 149707438

Internet address(es):

Main address: <http://www.milknutritiousbynature.eu>

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

Creation and Development of a Multi-country Programme on Cheeses of Europe in Third Countries

Reference number: 564907-2018

II.1.2. Main CPV code

15500000 Dairy products

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of the contract is the selection of a communication agency for the creation and development of a multi-country programme on cheeses of Europe 'Europe, home of cheese' (working title), in third countries (Canada, United States of America, India, Singapore, Vietnam and Thailand), in order to develop a proposal that will provide the best response to implement the programme described in the brief. This programme will be coordinated by EMF and implemented by 2 Dairy organisations: AMA (Austria) et Cniel (France).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 772 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

Main site or place of performance: Canada, United States of America, India, Singapore, Vietnam, Thailand.

II.2.4. Description of the procurement

The purpose of the contract is the selection of a communication agency for the creation and development of a multi country programme on cheeses of Europe 'Europe, home of cheese' (working title), in third countries (Canada, United States of America, India, Singapore, Vietnam and Thailand), in order to develop a proposal that will provide the best response to implement the programme described in the brief. This programme will be coordinated by EMF and implemented by 2 Dairy organisations: AMA (Austria) et Cniel (France).

II.2.5. Award criteria

Quality criterion - Name: Answer to the briefing, rationale, understanding of the general and specific objectives of the programme / Weighting: 20

Quality criterion - Name: Technical quality of the programme including strategic recommendation, relevance of the strategy to targets and market, creative including originality, clear and detailed description of the activities / Weighting: 40

Quality criterion - Name: Project organisation and management structure specific to a multi country programme / Weighting: 20

Cost criterion - Name: Cost effectiveness (including costs of productions, fees) / Weighting: 20

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: 874613 - EMF THIRD COUNTRY

II.2.14. Additional information

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 246-564907](#)

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

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

Title:

Creation and Development of a Multi-country Programme on Cheeses of Europe in Third Countries

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/12/2019

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Sopexa S.A.

Postal address: 28 rue Feydeau

Town: Paris

NUTS code: FR101 Paris

Postal code: 75002

Country: France

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 772 000,00 EUR

Total value of the contract/lot: 2 772 000,00 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 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

12/12/2019