

France-Paris: Promotional services

OJ S 243/2020 14/12/2020

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL (Centre national interprofessionnel de l'économie laitière)

Postal address: 42 rue de Châteaudun

Town: Paris Cedex 09

NUTS code: FR France

Postal code: 75314

Country: France

Contact person: Julia de Castro

E-mail: jdecastro@cniel.com**Internet address(es):**Main address: <https://www.fromages-aop.com>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.filiere-laitiere.fr/fr/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

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Programme d'information et de communication en faveur des produits laitiers AOP afin de dynamiser les ventes suite à la crise Covid-19

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Ce programme d'information et de communication d'une durée d'un an (2021) porte sur le label européen AOP (Appellation d'origine protégée) et les 51 appellations laitières portant ce

label en France (46 fromages, trois beurres et deux crèmes AOP). Il fait l'objet d'une demande de cofinancement portée auprès de l'Union européenne.

II.1.5. Estimated total value

Value excluding VAT: 407 920,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

15500000 Dairy products

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Il est attendu du candidat la réalisation de plusieurs actions inscrites dans un programme d'information et de communication annuel portant sur les produits laitiers AOP:

- refonte du site internet www.fromages-aop.com
- campagne digitale,
- shooting photos,
- dispositif de formation à destination des acteurs de la distribution,
- kit pédagogique pour les distributeurs,
- coordination du projet.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

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

Start: 01/01/2021 End: 31/12/2021

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: Appel à projet européen: AGRI-SIMPLE-2020-CRISIS-1 — intitulé du programme: Information and advertising programme for PDO dairy products to boost consumption following the Covid-19 crisis in the internal market

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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: no

IV.2. Administrative information

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

Date: 22/01/2021 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

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: 22/01/2021 Local time: 14:00

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

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: 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

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: www.ca-paris.justice.fr

VI.5. Date of dispatch of this notice

09/12/2020