

641787-2026 - Competition

France – Advertising and marketing services – CREATION ET GESTION D'UNE CAMPAGNE DE COMMUNICATION RELATIVE A L'ATTRACTIVITE DES METIERS DE LA CONCHYLICULTURE

OJ S 180/2026 17/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comité national de la conchyliculture

Email: cnc@cnc-france.com

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: CREATION ET GESTION D'UNE CAMPAGNE DE COMMUNICATION RELATIVE A L'ATTRACTIVITE DES METIERS DE LA CONCHYLICULTURE

Description: Le marché a pour objet la création et la gestion d'une campagne nationale de communication visant à valoriser et promouvoir les métiers de la conchyliculture ainsi qu'à renforcer leur attractivité.

Procedure identifier: e13d5d17-7ab4-41ea-b9bd-1069af220fcf

Internal identifier: 2026-02

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 subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 375 000,00 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: LOT-0001

Description: Lot unique

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 subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 15 Months

5.1.5. Value

Estimated value excluding VAT: 375 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Description of the method to be used if weighting cannot be expressed by criteria: Les critères d'attributions sont détaillés dans les documents du marché (RC) : Prix (30) - Valeur technique (70)

5.1.11. Procurement documents

Address of the procurement documents: www.marches-publics.gouv.fr

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: www.marches-publics.gouv.fr

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 16/10/2026 09:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 120 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

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: Tribunal administratif de Paris

Information about review deadlines: Référé précontractuel avant la signature du contrat (dans les conditions fixées L.551-1 à L. 551-12 et R.551-1 à R. 551-6 du code de justice administrative). Référé contractuel après signature du contrat (dans les conditions fixées L. 551-13 à L. 551-23 et R.551-7 à R. 551-10 du code de justice administrative). Recours de pleine juridiction en contestation de validité du contrat (CE 4 avril 2014, dpt du Tarn et Garonne, n°358994), après signature du contrat dans un délai de 2 mois à compter de l'accomplissement des mesures de publicité appropriées dans les conditions définies dans l'arrêt précité.

8. Organisations

8.1. ORG-0001

Official name: Comité national de la conchyliculture

Registration number: 78438569200040

Postal address: 84 rue d'Amsterdam

Town: Paris

Postcode: 75009

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: cnc@cnc-france.com

Telephone: 01 42 97 48 44

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

Buyer profile: www.marches-publics.gouv.fr

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal administratif de Paris

Registration number: 78438569200040

Postal address: 7 Rue de Jouy

Town: Paris

Postcode: 75004

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: greffe.ta-paris@juradm.fr

Telephone: 01 44 59 44 00

Internet address: <https://paris.tribunal-administratif.fr/>

Roles of this organisation:

Review organisation

Notice information

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