

Belgium-Brussels: Organisation of Promotion Events and Campaigns and Market Intelligence in Third Countries for the Agri-food Sector

OJ S 226/2022 23/11/2022

Contract award notice

Services

Legal Basis:

Regulation (EU, Euratom) No 2018/1046

Section I: Contracting authority

I.1. Name and addresses

Official name: European Research Executive Agency (REA), REA.B.4 – Agri-food Promotion, Environmental Observation and Innovative Governance

Postal address: COV2, Place Rogier 16

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1049

Country: Belgium

Contact person: Carlos Coronas Balsera

E-mail: REA-AGRI-CALLS@ec.europa.eu

Telephone: +32 22966570

Internet address(es):

Main address: https://ec.europa.eu/info/departments/research-executive-agency_en

I.1. Name and addresses

Official name: European Commission

Postal address: BRU-L-56, 02/51

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1049

Country: Belgium

Contact person: Ioan Vascan

E-mail: COMM-CONTRACTS-SOLUTIONS@ec.europa.eu

Telephone: +32 22963645

Internet address(es):

Main address: https://european-union.europa.eu/institutions-law-budget/institutions-and-bodies/institutions-and-bodies-profiles/european-commission_en

I.2. Information about joint procurement

The contract involves joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

European institution/agency or international organisation

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Organisation of Promotion Events and Campaigns and Market Intelligence in Third Countries for the Agri-food Sector
Reference number: REA/2021/OP/0002

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

The call for tender concerns the organisation of agri-food promotion events and campaigns and market intelligence in third countries in order to support the EU in its promotion initiatives. The main purpose of the contracts is to provide services within the context of information provision and promotion measures concerning EU agricultural products. The implementation of these measures is managed by the Agri-food Promotion, Environmental Observation and Innovative Governance Unit in the European Research Executive Agency (REA). The framework contracts resulting from this procedure will be of interest also to the European Commission.
The procedure has been divided in three lots.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 61 500 000,00 EUR

II.2. Description

II.2.1. Title

Organisation of Agri-food Events
Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services, 03000000 Agricultural, farming, fishing, forestry and related products, 15000000 Food, beverages, tobacco and related products, 79310000 Market research services, 79340000 Advertising and marketing services, 79956000 Fair and exhibition organisation services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad
Main site or place of performance: COV2, 1049 Brussels, BELGIUM.

II.2.4. Description of the procurement

Organisation of agri-food events and EU pavilions/stands in third countries, and of related communication services.

II.2.5. Award criteria

Quality criterion - Name: Best price-quality ratio / Weighting: 60
Price - Weighting: 40

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: Please consult the procurement documents available at
<https://etendering.ted.europa.eu/cft/cft-display.html?cftId=8902>

II.2.14. Additional information

II.2. Description

II.2.1. Title

Market Intelligence on Agri-food Sector

Lot No: 2

II.2.2. Additional CPV code(s)

79310000 Market research services, 79342200 Promotional services, 03000000 Agricultural, farming, fishing, forestry and related products, 15000000 Food, beverages, tobacco and related products, 79340000 Advertising and marketing services, 79956000 Fair and exhibition organisation services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Main site or place of performance: COV2, 1049 Brussels, BELGIUM.

II.2.4. Description of the procurement

Market Intelligence on the agri-food sector in third countries.

II.2.5. Award criteria

Quality criterion - Name: Best price-quality ratio / Weighting: 60

Price - Weighting: 40

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: Please consult the procurement documents available at
<https://etendering.ted.europa.eu/cft/cft-display.html?cftId=8902>

II.2.14. Additional information

II.2. Description

II.2.1. Title

Promotion and Marketing Campaigns

Lot No: 3

II.2.2. Additional CPV code(s)

79956000 Fair and exhibition organisation services, 79342200 Promotional services,

03000000 Agricultural, farming, fishing, forestry and related products, 15000000 Food, beverages, tobacco and related products, 79310000 Market research services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad
Main site or place of performance: COV2, 1049 Brussels, BELGIUM.

II.2.4. Description of the procurement

Information, promotion and marketing campaigns or stand-alone actions related to the agri-food sector.

II.2.5. Award criteria

Quality criterion - Name: Best price-quality ratio / Weighting: 60
Price - Weighting: 40

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: Please consult the procurement documents available at
<https://etendering.ted.europa.eu/cft/cft-display.html?cftId=8902>

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 146-384526](#)

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

Section V: Award of contract

Contract No: REA/2021/OP/0002

Lot No: 1

Title:

Lot 1 – Organisation of Agri-food Events and EU Pavilions/Stands in Third Countries, and of Related Communication Services

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

04/11/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: ONE (GOPA COM.)

National registration number: 462293288

Postal address: Boulevard de la Woluwe 2

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1150

Country: Belgium

E-mail: info@gopacom.eu

Internet address: <https://gopacom.eu/>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Opera Business Dreams, S. L.

National registration number: ESB14733273

Postal address: Avenida Abderraman III 18

Town: Cordoba

NUTS code: ES613 Córdoba

Postal code: 14006

Country: Spain

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Edelman Public Relations Worldwide SA

National registration number: 458647177

Postal address: Avenue Marnix 22

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 25 000 000,00 EUR

V.2.5.

Information about subcontracting

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 1 %

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: General Court of the European Union

Postal address: rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: L-2925

Country: Luxembourg

Telephone: +352 4303-1

Internet address: <http://curia.europa.eu>

VI.5. Date of dispatch of this notice

16/11/2022