

France-Paris: Business and management consultancy and related services

OJ S 228/2022 25/11/2022

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL INTERPROFESSION LAITIERE FRANCAISE

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

Telephone: +86 13641244445

Internet address(es):Main address: <http://www.filiere-laitiere.fr>Address of the buyer profile: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>**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 communication programme to promote European cream in South Korea; mainland China, Taiwan and Singapore 2023-2025

II.1.2. Main CPV code

79400000 Business and management consultancy and related services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of this tender is to select an agency regarding the conception and implementation of a collective "Information and communication programme to promote European cream in South Korea, mainland China, Taiwan and Singapore 2023-2025". This program should be a

continuation of the "CREAM ASIA 20" co-financed program, which will end in December 2022. In addition, it will have to deliver new avenues of promotion and communication based on the results of the previous triennial. The two main objectives of the campaign should be:
Objective 1: Provide information on the qualities (essentiality, naturalness, technicality, etc.) of European cream and in particular aim to increase the level of knowledge, improve the image and level of awareness amongst the targets.
Objective 2: Support European cream exports and increase the market shares in the target markets.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 550 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: CN China

NUTS code: KR South Korea

NUTS code: SG Singapore

NUTS code: TW Taiwan

II.2.4. Description of the procurement

The purpose of the tender is to select an agency in order to create and implement a collective "information and communication programme to promote European cream in South Korea; mainland China, Taiwan and Singapore 2023-2025". The strategic choices to achieve the objectives of the campaign are expected to be:

- A real influencing strategy to reach defined targets, a major work package of this Call for Tenders.
- A coherent and creative PR system, offering both the dissemination of quality information and experience; but also making it possible to guarantee the publication and integration of this information by the targets
- Training activities for the local professionals.
- A comprehensive communication plan, as well as a coordination seminar, are also expected each year.
- Any other activity deemed relevant with regard to the objectives and targets.

II.2.5. Award criteria

Quality criterion - Name: Answer to the briefing, rationale, relevance of the strategy to targets and market / Weighting: 20

Quality criterion - Name: Quality of the proposal, quality of the actions/activities and declination of the program (temporality) / Weighting: 20

Quality criterion - Name: Quality and quality content of tools proposed in relation to actions / Weighting: 10

Quality criterion - Name: Relevance of the campaign's signature and creative concepts (adequacy with proposed actions and targeted objectives) / Weighting: 10

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: 15

Cost criterion - Name: Cost effectiveness: Budget breakdown with regard to activities/markets and especially expected results; respect of the agency fees criteria mentioned in the tender files / Weighting: 25

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: CREAM ASIA 23 - ID 101094330

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

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: [2021/S 247-653476](#)

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

Title:

Information and communication programme to promote European cream in South Korea; mainland China, Taiwan and Singapore 2023-2025

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

V.2.2. Information about tenders

Number of tenders received: 2

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: SOPEXA Société pour l'Expansion des Ventes des Produits Agricoles et Agroalimentaires

National registration number: 775670110

Postal address: 25 rue Notre-Dame des Victoires

Town: PARIS

NUTS code: FR101 Paris

Postal code: 75002

Country: France

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

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: SOPEXA CHINA CO. LTD

National registration number: 9111010568045104XN

Town: BEIJING

NUTS code: CN China

Country: China

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: SOPEXA KOREA YUHAN HOESA

National registration number: 158-87-00538

Town: SEOUL

NUTS code: KR South Korea

Country: South Korea

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 550 000,00 EUR

Total value of the contract/lot: 2 550 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

SOPEXA SA a répondu en groupement solidaire avec SOPEXA China et Sopexa KOREA. SOPEXA SA agit pour le compte de ses succursales Sopexa Singapour et Sopexa Taiwan.

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

22/11/2022