

France-Paris: Business and management consultancy and related services

OJ S 250/2021 24/12/2021

Contract 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.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>

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

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 cheeses in Japan, South Korea and P.R. China, 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 contract is to design and carry out an information and communication program in favor of European cheeses in Asia from 2023 to 2025, and more specifically in Japan, South Korea, and P.R. China. This program will be a continuation of the "CHEESE JPKRCNT 20" co-financed program, which will end in December 2022. It will have to deliver new avenues of promotion and communication based on the results of the previous

Objective 1: Provide information on the essentiality of European cheeses and in particular aim to increase the level of knowledge, improve the image and notoriety of European cheese and their qualities among the targets of the action.

Objective 2: Support European cheese exports and increase market shares in target countries. And in particular: support the competitiveness of the European agricultural sector in target countries and reposition European cheeses against other imported cheeses and local cheeses.

II.1.5. Estimated total value

Value excluding VAT: 3 900 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: CN China

NUTS code: JP Japan

NUTS code: KR South Korea

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 cheeses in Japan, South Korea and P.R. China 2023-2025.

The strategic choices to achieve the objectives are as follows:

- A real strategy of influence to reach 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 coverage and integration of this information by the targets
- Events and purchase incentive activities for the general public, for educational and experiential purposes, in selected markets
- Training activities for the professional targets in selected markets.
- Point-of-sale promotions in order to raise awareness among consumers at their place of purchase, by offering them solutions for the recognition and appropriation of cheeses through tasting sessions (if the health situation permits) and by submitting to them visually all the graphic codes of the program (PLV).
- A comprehensive communication plan, as well as a coordination seminar, are also expected each year.
- Any other activity deemed relevant to the objectives and targets.

NB: Advertising purchases should be particularly justified if recommended.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Answer to the briefing, rationale, relevance of the strategy to targets and market - weighted criterion / 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 - weighted criterion / 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 specifications documents / Weighting: 25

II.2.6. Estimated value

Value excluding VAT: 3 900 000,00 EUR

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

Duration in months: 36

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: CHEESE ASIA 23 - application to be submitted in 2022

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

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- Forms DC1 and DC2, duly completed, dated and signed, or the European Single Procurement Document (ESPD) – or the equivalent document for service providers from outside the European Union;

- In the event of an application by a grouping, the applicant shall specify the form of the grouping (whether the members are jointly liable or jointly and severally liable), designate the grouping's lead company and the authorisation that empowers the lead company to make valid commitments on behalf of the grouping.

- Proof of insurance for professional risks;

- A declaration stating the applicant's average annual headcount and the proportion of management personnel for each of the last three years;

- An official record of criminal convictions; if the preferred bidder is located abroad, that bidder must provide the relevant record or, in the last resort, an equivalent document issued by the relevant judicial or administrative authority of its country of origin or establishment, attesting that the bidder is not excluded from tender procedures;
- Form ATTR11 (contract agreement form) dated and signed by the person who is empowered to make binding commitments on behalf of the bidder (for groupings, the contract agreement form must be a single document)

III.1.2. Economic and financial standing

List and brief description of selection criteria:

- The extract of profit/loss account for the last three years and, as applicable, the revenue for the business segment that corresponds to the purpose of the contract, over the last three financial years for which information is available;
- The attestations and certificates issued by the relevant administrations and organisations which prove that the bidder has complied with its tax and social security obligations. If the preferred bidder is established abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- A list of similar services provided during the last three years. The applicant shall state the amount, the date and the name of the public sector or private sector client, in compliance with any confidentiality requirements.
- A description of the applicant's material and human resources that provide the rationale for its capacity to perform the required services;
- the documents provided for in Articles D. 8222-5 or D. 8222-7 and D. 8222-8 or D. 8254-2 to D. 8254-5 of the French Labour Code, which must be provided every six months until the end of the performance of the contract;

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: 28/02/2022 Local time: 00:00

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

English, French

IV.2.7. Conditions for opening of tenders

Date: 06/03/2022 Local time: 10:00

Place:

Cniel's office in Paris and online

Information about authorised persons and opening procedure: CNIEL selection Committee and representative members Week of March 6th 2022

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

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

20/12/2021