

France-Villefranche-sur-Saône: Advertising and marketing services
OJ S 250/2021 24/12/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: inter Beaujolais

Postal address: 210 Boulevard Victor Vermorel Cs30317

Town: Villefranche-sur-Saone Cedex

NUTS code: FRK26 Rhône

Postal code: 69661

Country: France

E-mail: sthouvenin@beaujolais.com

Telephone: +33 0474022210

Internet address(es):

Main address: <http://www.beaujolais.com>

Address of the buyer profile: <http://inter-beaujolais.e-marchespublics.com>

I.4. Type of the contracting authority

Other type: Interprofession

I.5. Main activity

Other activity: Interprofession du secteur vitivinicole

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

campagne de communication et de promotion en Chine pour les vins AOP du Beaujolais 2022-2023

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

campagne de communication et de promotion en Chine pour les vins AOP du Beaujolais 2022-2023

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 233 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342200 Promotional services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance

NUTS code: FRK26 Rhône

Main site or place of performance: chine

II.2.4. Description of the procurement

campagne de communication et de promotion en Chine pour les vins AOP du Beaujolais 2022-2023

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

tranche optionnelle 2023 : 120 000 euros selon possibilités financières de l'interprofession, obtention de financements publics, validation des besoins compte-tenu de l'évolution possible du contexte

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: programme de cofinancement par des fonds communautaires. Franceagrimer est l'organisme chargé de ce programme

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 124-328694](#)

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:

campagne de communication et de promotion en Chine pour les vins AOP du Beaujolais 2022-2023

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/09/2021

V.2.2. Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: mediasia group limited

Postal address: room 702, Kowloon Building 555 Nathan Road

Town: Kowloon

NUTS code: HK Hong Kong

Country: Hong Kong

The contractor is an SME: yes

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

Total value of the contract/lot: 233 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: inter beaujolais - service export

Postal address: 210, Boulevard Victor Vermorel - cS 30317

Town: Villefranche-sur-Saone Cedex

Postal code: 69661

Country: France

VI.5. Date of dispatch of this notice

20/12/2021