

France-Avignon: Promotional services
OJ S 241/2022 14/12/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INTERRHONE

Postal address: 6 rue DES TROIS FAUCONS CS90513

Town: Avignon

NUTS code: FRL06 Vaucluse

Postal code: 84024

Country: France

E-mail: atroin@inter-rhone.com

Telephone: +33 0490272400

Internet address(es):

Main address: <https://www.vins-rhone.com/inter-rhone/qui-sommes-nous>

Address of the buyer profile: https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do

I.4. Type of the contracting authority

Other type: INTERPROFESSION VITICOLE

I.5. Main activity

Other activity: Promotion/communication

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Programme de promotion des AOC des vignobles de la Vallée du Rhône en CHINE

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Programme de promotion des AOC des vignobles de la Vallée du Rhône en CHINE pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 1 064 000,00 EUR

II.2. Description

II.2.1. Title

Maximiser la diffusion des vins sur un marché cible au grand export

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

Maximiser la diffusion des vins sur un marché cible au grand export pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Formation des professionnels aux AOC de la Vallée du Rhône

Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

Formation des professionnels aux AOC de la Vallée du Rhône pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Formation des professionnels aux AOC Lirac et Grignan Les Adhémar
Lot No: 3

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

Formation des professionnels aux AOC Lirac et Grignan Les Adhémar pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Communication grand public via les réseaux sociaux pour les AOC des Côtes du Rhône & Côtes du Rhône Villages
Lot No: 4

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

Communication grand public via les réseaux sociaux pour les AOC des Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Evènements Grand Public pour les AOC des Côtes du Rhône & Côtes du Rhône Villages
Lot No: 5

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

Evènements Grand Public pour les AOC des Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

RP et stratégie d'influence des AOC des Côtes du Rhône & Côtes du Rhône Villages
Lot No: 6

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

RP et stratégie d'influence des AOC des Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

RP et stratégie d'influence des AOC de la Vallée du Rhône
Lot No: 7

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: CN China

II.2.4. Description of the procurement

RP et stratégie d'influence des AOC de la Vallée du Rhône pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

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: [2022/S 136-389575](#)

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

Lot No: 1

Title:

Lot n° 1 : Maximiser la diffusion des vins AOC de la Vallée du Rhône sur un marché cible au grand export pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: BUSINESS FRANCE

Postal address: 77 Boulevard Saint-Jacques 75014 PARIS

Town: Paris

NUTS code: FR France

Postal code: 75014

Country: France

Internet address: <https://www.businessfrance.fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 468 000,00 EUR

Total value of the contract/lot: 468 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 2

Title:

Lot n° 2 : Formation des professionnels aux AOC de la Vallée du Rhône pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: BUSINESS FRANCE

Postal address: 77 Boulevard Saint-Jacques

Town: Paris

NUTS code: FR France

Postal code: 15014

Country: France

Internet address: <https://www.businessfrance.fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 340 000,00 EUR

Total value of the contract/lot: 340 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 3**Title:**

Lot n° 3 : Formation des professionnels aux AOC Lirac et Grignan Les Adhémar pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

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

08/12/2022

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: BUSINESS FRANCE

Postal address: 77 Boulevard Saint-Jacques

Town: Paris

NUTS code: FR France

Postal code: 75014

Country: France

Internet address: <https://www.businessfrance.fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 40 000,00 EUR

Total value of the contract/lot: 40 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 4

Title:

Lot n° 4 : Communication grand public via les réseaux sociaux pour les AOC des Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: SLINGSHOT

Postal address: Office 201, building 6 50 Yuyao Road, 200040 SHANGHAI

Town: Shanghai

NUTS code: CN China

Country: China

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 120 000,00 EUR

Total value of the contract/lot: 120 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 5

Title:

Lot n° 5 : Evènements Grand Public pour les AOC des Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: BUSINESS FRANCE
Postal address: 77 Boulevard Saint-Jacques
Town: PARIS
NUTS code: FR France
Postal code: 75014
Country: France
Internet address: <https://www.businessfrance.fr/>
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 60 000,00 EUR
Total value of the contract/lot: 60 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 6

Title:

Lot n° 6 : RP et stratégie d'influence des AOC des Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

V.2.2. Information about tenders

Number of tenders received: 5
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: SOPEXA CHINA CO.LTD
Postal address: Prime Tower, Room 901, 22, Chaowai Street 100020 Beijing CHINA
Town: Beijing
NUTS code: CN China
Country: China
Internet address: <https://www.sopexa.com/fr/pays/chine/>
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 36 000,00 EUR
Total value of the contract/lot: 36 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 7

Title:

Lot n° 7 : RP et stratégie d'influence des AOC de la Vallée du Rhône pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

Other reasons (discontinuation of procedure)

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBERT

Town: AVIGNON

Postal code: 84078

Country: France

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBERT

Town: AVIGNON

Postal code: 84078

Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBERT

Town: AVIGNON

Postal code: 84078

Country: France

VI.5. Date of dispatch of this notice

09/12/2022