

France-Bordeaux: Marketing services
OJ S 227/2023 24/11/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CIVB

Postal address: 1 cours du XXX juillet

Town: BORDEAUX

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: proposals@vins-bordeaux.fr

Telephone: +33 556002266

Internet address(es):

Main address: <http://www.bordeaux.com/fr>

Address of the buyer profile: https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_967897.html

I.4. Type of the contracting authority

Other type: organisme de filière

I.5. Main activity

Other activity: Agro alimentaire

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

SERVICES DE MARKETING : ÉVÉNEMENTS COMMERCIAUX ET DE CONSOMMATION et ACTIVATIONS POINTS DE VENTE - BELGIQUE 2024-2026

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent appel d'offres du Conseil Interprofessionnel du Vin de Bordeaux vise à identifier un prestataire d'événements professionnels et grand public ainsi que de services d'activation de points de vente en Belgique, pour la période 2024-2026, à compter de la date d'attribution de chaque lot.

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 540 000,00 EUR

II.2. Description

II.2.1. Title

Point-of-sale Promotions

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Augmenter la visibilité des vins de Bordeaux sur les points de vente et l'offre en ligne aux consommateurs
Changer l'image et augmenter la considération auprès des consommateurs
Générer un essai de produit auprès des consommateurs

II.2.5. Award criteria

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: Proposition technique / Weighting: 50

Cost criterion - Name: BUDGET / 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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Événements et formations (consommateurs et commerce)

Lot No: 2

II.2.2. Additional CPV code(s)

79952000 Event services, 80500000 Training services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Organisation d'événements et formations sur les vins de Bordeaux

II.2.5. Award criteria

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: PROPOSITION TECHNIQUE / Weighting: 50

Cost criterion - Name: BUDGET / 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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 191-596731](#)

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:

Point-of-sale Promotions

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/11/2023

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: sopexa

Town: PARIS

NUTS code: FR France

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 210 000,00 EUR

Total value of the contract/lot: 210 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Événements et formations (consommateurs et commerce)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/11/2023

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: SOPEXA

Town: PARIS

NUTS code: FR France

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 330 000,00 EUR

Total value of the contract/lot: 330 000,00 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: CIVB

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

21/11/2023