

**France-Colmar: Advertising and marketing services**  
**OJ S 233/2023 04/12/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: CIVA  
Postal address: 12 avenue de la Foire aux Vins  
Town: COLMAR  
NUTS code: FR France  
Postal code: 68012  
Country: France  
Contact person: Foulques AULAGNON  
E-mail: [f.aulagnon@civa.fr](mailto:f.aulagnon@civa.fr)  
**Internet address(es):**  
Main address: [www.vinsalsace.com](http://www.vinsalsace.com)

**I.4. Type of the contracting authority**

Other type: Interprofession

**I.5. Main activity**

Other activity: Promotion collective

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Campagne des Vins d'Alsace en Chine en 2024

**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 promotion et de communication des vins d'Alsace en Chine en 2024, renouvelable en 2025 et 2026.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 100 000,00 EUR

**II.2. Description**

## **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

## **II.2.3. Place of performance**

NUTS code: CN China

Main site or place of performance: Chine

## **II.2.4. Description of the procurement**

Promotion des Vins d'Alsace en Chine

## **II.2.5. Award criteria**

Quality criterion - Name: Connaissance du marché des vins en Chine / Weighting: 3

Quality criterion - Name: Expérience sur ce marché / Weighting: 3

Quality criterion - Name: Pertinence du projet / Weighting: 8

Quality criterion - Name: Capacité technique et financière / Weighting: 2

Quality criterion - Name: Adaptabilité aux contraintes administratives / Weighting: 2

Price - Weighting: 2

## **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 dans les Pays Tiers dans le cadre de l'application de l'Organisation Commune du Marché viti-vinicole

## **II.2.14. Additional information**

## **Section IV: Procedure**

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### **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: [2023/S 077-231774](#)

#### **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**

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**Title:**

Campagne des Vins d'Alsace en Chine en 2024

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

29/05/2023

### **V.2.2. Information about tenders**

Number of tenders received: 3

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: Shanghai

NUTS code: CN China

Country: China

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal administratif

Town: COLMAR

Country: France

### **VI.5. Date of dispatch of this notice**

29/11/2023