

France-Colmar: Advertising and marketing services
OJ S 238/2023 11/12/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

E-mail: f.aulagnon@civa.fr

Internet address(es):

Main address: www.vinsalsace.com

I.4. Type of the contracting authority

Other type: Interprofession

I.5. Main activity

Other activity: Promotion collective

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Promotion des Vins d'Alsace au Japon pour l'année OCM 2024 (du 16/10/2023 au 31/12/2024)

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 des vins d'Alsace au Japon en 2022, renouvelable en 2023 et en 2024

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 150 000,00 EUR

II.2. Description

II.2.1. Title

Campagne des vins d'Alsace au Japon
Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: JP Japan
Main site or place of performance: Japon

II.2.4. Description of the procurement

Actions de promotion, prospection et communication en faveur des vins d'Alsace.

II.2.5. Award criteria

Quality criterion - Name: Connaissance du marché japonais des vins. / 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

II.2. Description

II.2.1. Title

Campagne des vins d'Alsace en partenariat avec le Rhône au Japon
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: JP Japan
Main site or place of performance: Japon

II.2.4. Description of the procurement

Actions de promotion et communication "Alsace-Rhône" en faveur des vins des deux régions

II.2.5. Award criteria

Quality criterion - Name: Connaissance du marché japonais des vins. / 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

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 141-374511](#)

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:

Campagne des vins d'Alsace au Japon

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/05/2023

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: Terroir & Spice

Town: Singapour

NUTS code: SG Singapore
Country: Singapore
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 95 000,00 EUR
Total value of the contract/lot: 95 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Campagne des vins d'Alsace en partenariat avec le Rhône au Japon

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/05/2023

V.2.2. Information about tenders

Number of tenders received: 2

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: Tokyo

NUTS code: JP Japan

Country: Japan

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 55 000,00 EUR
Total value of the contract/lot: 55 000,00 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: Tribunal administratif

Town: COLMAR

Country: France

VI.5.

Date of dispatch of this notice

06/12/2023