

France-Bordeaux: Training services
OJ S 243/2023 18/12/2023
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_959838.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 relations publiques : Formation jeunes France 2024-2026

II.1.2. Main CPV code

80500000 Training services

II.1.3. Type of contract

Services

II.1.4. Short description

L'objectif du présent appel d'offres est d'identifier un prestataire de services qui accompagnera le Conseil Interprofessionnel du Vin de Bordeaux , notamment son Ecole du Vin de Bordeaux et ses sept groupes d'appellations (Bordeaux et Bordeaux Supérieur, Côtes, Médoc, Saint-Emilion-Pomerol-Fronsac, Graves-Sauternes, Blancs secs et Blancs doux) dans le développement d'une stratégie de formation et dans la mise en oeuvre d'actions de formation destinées aux cibles suivantes, en France, en 2024, 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: 270 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

80521000 Training programme services, 80522000 Training seminars

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Augmenter la considération pour la Marque auprès des démultiplicateurs d'opinion (distribution, presse, sommeliers, etc.) et des consommateurs amateurs de vin, en France et à l'étranger.

II.2.5. Award criteria

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: Stratégie et plan d'actions / 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° 2021/2115

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 163-515630](#)

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:

Services de relations publiques : Formation jeunes France 2024-2026

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

12/12/2023

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: SO AGENCY (SOWINE)

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: 270 000,00 EUR

Total value of the contract/lot: 270 000,00 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.4.2. Body responsible for mediation procedures

Official name: CIVB

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

13/12/2023