

**France-Paris: Business and management consultancy and related services**

OJ S 245/2023 20/12/2023

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: CNIEL INTERPROFESSION LAITIERE FRANCAISE

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: PARIS

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Emilie MARTIN

E-mail: [emartin@cniel.com](mailto:emartin@cniel.com)

Telephone: +86 13641244445

**Internet address(es):**Main address: <http://www.filiere-laitiere.fr>Address of the buyer profile: <https://cniel.achatpublic.com/sdm/ent/gen/index.do>**I.4. Type of the contracting authority**

Other type: Dairy organisations

**I.5. Main activity**

Other activity: Agri-food

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Information and communication programme to promote European cheeses in Japan, South Korea and P.R. China

**II.1.2. Main CPV code**

79400000 Business and management consultancy and related services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The purpose of this contract is to design and carry out an information and communication program in favor of European cheeses in Asia for three years, and more specifically in Japan, South Korea, and P.R. China. This program will be a continuation of the "CHEESE JPKRCNT 20" co-financed program, which had ended in December 2022. It will have to deliver new avenues of promotion and communication based on the results of the previous

Objective 1: Provide information on the essentiality of European cheeses and in particular aim to increase the level of knowledge, improve the image and notoriety of European cheese and their qualities among the targets of the action.

Objective 2: Support European cheese exports and increase market shares in target countries. And in particular: support the competitiveness of the European agricultural sector in target countries and reposition European cheeses against other imported cheeses and local cheeses.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 3 900 000,00 EUR

### **II.2. Description**

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

NUTS code: CN China

NUTS code: JP Japan

NUTS code: KR South Korea

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

The purpose of the tender is to select an agency in order to create and implement a collective "information and communication programme to promote European cheeses in Japan, South Korea and P.R. China for three years.

The strategic choices to achieve the objectives are as follows:

- A real strategy of influence to reach targets, a major work package of this Call for Tenders.
- A coherent and creative PR system, offering both the dissemination of quality information and experience; but also making it possible to guarantee coverage and integration of this information by the targets
- Events and purchase incentive activities for the general public, for educational and experiential purposes, in selected markets
- Training activities for the professional targets in selected markets.
- Point-of-sale promotions in order to raise awareness among consumers at their place of purchase, by offering them solutions for the recognition and appropriation of cheeses through tasting sessions (if the health situation permits) and by submitting to them visually all the graphic codes of the program (PLV).
- A comprehensive communication plan, as well as a coordination seminar, are also expected each year.
- Any other activity deemed relevant to the objectives and targets.

NB: Advertising purchases should be particularly justified if recommended.

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

Quality criterion - Name: Answer to the briefing, rationale, relevance of the strategy to targets and market - weighted criterion / Weighting: 20

Quality criterion - Name: Quality of the proposal, quality of the actions/activities and declination of the program (temporality) / Weighting: 20

Quality criterion - Name: Quality and quality content of tools proposed in relation to actions - weighted criterion / Weighting: 10

Quality criterion - Name: Relevance of the campaign's signature and creative concepts (adequacy with proposed actions and targeted objectives) / Weighting: 10

Quality criterion - Name: Quality of the proposed organization: structure of the agency and competence of the team for the realization of the services of the markets, project organisation and management structure specific to a multi markets programme / Weighting: 15

Cost criterion - Name: Cost effectiveness: Budget breakdown with regard to activities/markets /and especially expected results; respect of the Agency fees criteria mentioned in the tender specifications documents / 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: CHEESE ASIA 24 - application submitted in 2023 and accepted by REA - the campaign will start on January 1st 2024. (CHEESE ASIA 23 identical application was submitted in 2022 but was not accepted by REA)

#### **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: no

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 250-662459](#)

##### **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:**

Information and communication programme to promote European cheeses in Japan, South Korea and P.R. China

A contract/lot is awarded: yes

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

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

13/12/2023

##### **V.2.2.**

### **Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: yes

#### **V.2.3. Name and address of the contractor**

Official name: SOPEXA JAPON K.K.

National registration number: 0110-01-054971

Postal address: 3-12-8, 3/4F, Ebisu, Shibuya-ku

Town: Tokyo

NUTS code: JP Japan

Postal code: 150-0013

Country: Japan

E-mail: [loic.brunot@sopexa.com](mailto:loic.brunot@sopexa.com)

Telephone: +81 05034953100

Fax: +81 0357890087

The contractor is an SME: yes

#### **V.2.3. Name and address of the contractor**

Official name: SOPEXA CHINA CO. LTD

National registration number: 9111010568045104XN

Postal address: Prime Tower, Room 901, 22 Chaowai Street, Chaoyang District

Town: Beijing

NUTS code: CN China

Postal code: 100020

Country: China

E-mail: [loic.brunot@sopexa.com](mailto:loic.brunot@sopexa.com)

The contractor is an SME: yes

#### **V.2.3. Name and address of the contractor**

Official name: SOPEXA KOREA YUHAN HOESA

National registration number: 158-87-00538

Postal address: Yeoksam-dong, Pennant Tower 8th Floor, 8, Seolleung-ro 87-gil, Gangnam-gu

Town: Seoul

NUTS code: KR South Korea

Postal code: 06212

Country: South Korea

E-mail: [loic.brunot@sopexa.com](mailto:loic.brunot@sopexa.com)

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 3 900 000,00 EUR

Total value of the contract/lot: 3 900 000,00 EUR

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

## **Section VI: Complementary information**

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

SOPEXA Japon K.K. a répondu en groupement solidaire avec SOPEXA China et Sopexa KOREA.

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

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

Official name: Tribunal de Grande Instance de Paris  
Postal address: 29-45 Avenue de la Porte de Clichy  
Town: PARIS  
Postal code: 75017  
Country: France  
Telephone: +33 14432515-1  
Internet address: <http://www.ca-paris.justice.fr>

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

Official name: Tribunal de Grande Instance de Paris  
Postal address: 29-45 Avenue de la Porte de Clichy  
Town: PARIS  
Postal code: 75017  
Country: France  
Telephone: +33 14432515-1  
Internet address: <http://www.ca-paris.justice.fr>

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

15/12/2023