

**France-Paris: Market research services**  
**OJ S 249/2023 27/12/2023**  
**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: CNIEL

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

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

Telephone: +33 149707138

**Internet address(es):**

Main address: <http://www.filiere-laitiere.fr/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

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**Section II: Object**

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

**II.1.1. Title**

Evaluation survey of an information and communication programme to promote European cream in South Korea; mainland China, Taiwan and Singapore 2023-2025

Reference number: CREAM ASIA 23

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The purpose of the tender is conception and implementation of an evaluation survey of a

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 88 000,00 EUR

## **II.2. Description**

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

NUTS code: CN China

NUTS code: FR France

NUTS code: KR South Korea

NUTS code: SG Singapore

NUTS code: TW Taiwan

Main site or place of performance: China, South Korea, Singapore and Taiwan

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

The bid must be written in French or English and contain a technical and financial memorandum made up of the following elements:

o The bidder's technical file, comprising:

- An evaluation survey framework of the communication and promotional programme detailed by action and target evaluated over the 3 years of the program;
- Time frame for the programme: the bidder will propose a time frame over 3 years based on the actions to be evaluated;

o For each evaluation of action, the bidder shall propose:

- the framework planned for each evaluation module (action and target evaluated, method of collection of data, etc.)
- a precise scheduling for each action;

o The bidder's budget proposal including:

- a precise budget for the 3 years of the programme per evaluation of action
- a summary budget

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

Quality criterion - Name: Compréhension du brief / Weighting: 10

Quality criterion - Name: Pertinence du dispositif d'étude proposé / Weighting: 25

Quality criterion - Name: Solidité des échantillons / Weighting: 20

Quality criterion - Name: Solidité des traitements et analyses / Weighting: 25

Price - Weighting: 20

### **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: CREAM ASIA 23 - application submitted in 2022

### **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 005-008069](#)

##### **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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**Contract No:** 1

**Title:**

Evaluation survey of an information and communication programme to promote European cream in South Korea; mainland China, Taiwan and Singapore 2023-2025

A contract/lot is awarded: yes

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

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

14/02/2023

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

Number of tenders received: 2

Number of tenders received from SMEs: 1

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

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

Official name: Ipsos

National registration number: 39290185600089

Postal address: 35 rue du Val de Marne

Town: Paris

NUTS code: FR France

Postal code: 75013

Country: France

Telephone: +33 141989000

Internet address: [www.ipsos.com](http://www.ipsos.com)

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 88 000,00 EUR

Total value of the contract/lot: 88 000,00 EUR

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

The contract is likely to be subcontracted

### **Section VI: Complementary information**

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**VI.3. Additional information**

The opening of the offers will take place between 10 and 17 February 2023

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal judiciaire de Paris  
Postal address: Parvis du Tribunal de Paris  
Town: Paris  
Postal code: 75859 Paris Cedex 17  
Country: France  
Telephone: +33 144325151  
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 JUDICIAIRE DE PARIS  
Postal address: Parvis du Tribunal de Paris  
Town: Paris  
Postal code: 75859 Paris Cedex 17  
Country: France  
Telephone: +33 144325151  
Internet address: <http://www.ca-paris.justice.fr>

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

22/12/2023