

313541-2026 - Gara

Germania – Servizi pubblicitari e di marketing – Organisation of a Marketing Programme for German Wine in USA

OJ S 88/2026 07/05/2026

Bando di gara o di concessione – regime ordinario

Servizi

1. Committente

1.1. Committente

Nome ufficiale: Deutsches Weininstitut GmbH

E-mail: vergabe@deutscheweine.de

Forma giuridica del committente: Impresa pubblica controllata da un'autorità governativa centrale

Attività dell'amministrazione aggiudicatrice: Affari economici

2. Procedura

2.1. Procedura

Titolo: Organisation of a Marketing Programme for German Wine in USA

Descrizione: The international activities of the DWI to promote the sale of quality wines from the 13 German wine-growing regions are also focused overseas, including USA. In order to gain a market presence in the USA for the years 2027-2032, the strategy includes raising the interest of consumers for German wines and increasing or consolidating sales of German wine products in this country. To establish this market presence a Service Provider shall exercise consistent marketing and public relations work through multi-channel activities and provide information on German wines, German wine and sparkling wine producers and related topics relevant to the market.

Identificativo della procedura: abbbc9ac-90cd-49fb-9f63-d6db16f82837

Identificativo interno: DWI 2026-10

Tipo di procedura: Negoziata con previa indizione di gara / competitiva con negoziazione

La procedura è accelerata: no

2.1.1. Finalità

Natura dell'appalto: Servizi

Classificazione principale (cpv): 79340000 Servizi pubblicitari e di marketing

2.1.2. Luogo di esecuzione

Paese: Stati Uniti

Ovunque nel paese in questione

2.1.3. Valore

Valore stimato al netto dell'IVA: 2 580 000,00 EUR

Valore massimo dell'accordo quadro: 4 128 000,00 EUR

2.1.4. Informazioni generali

Informazioni supplementari: #Bekanntmachungs-ID: CXP4YWSMNPL#

Base giuridica:

Direttiva 2014/24/UE

2.1.6. Motivi di esclusione

Fonti dei motivi di esclusione: Avviso

Violazione degli obblighi connessi a motivi di esclusione previsti esclusivamente dalla legislazione nazionale:

Partecipazione a un'organizzazione criminale: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Reati terroristici o reati connessi alle attività terroristiche: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Riciclaggio di proventi di attività criminose o finanziamento del terrorismo: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Frode: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Corruzione: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Lavoro minorile e altre forme di tratta di esseri umani: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Violazione dell'obbligo di pagamento delle imposte: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Violazione dell'obbligo di pagamento dei contributi previdenziali: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Violazione di obblighi in materia di diritto ambientale: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Violazione degli obblighi in materia di diritto sociale: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Violazione degli obblighi in materia di diritto del lavoro: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Insolvenza: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Amministrazione controllata: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Cessazione di attività: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Situazione analoga al fallimento ai sensi della normativa nazionale: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Grave illecito professionale: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Accordi con altri operatori economici intesi a falsare la concorrenza: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Conflitto di interessi legato alla partecipazione alla procedura di appalto: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Partecipazione diretta o indiretta alla preparazione della procedura di appalto: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Cessazione anticipata, risarcimento danni o altre sanzioni comparabili: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

False dichiarazioni, omissioni di informazione, incapacità di fornire i documenti richiesti o acquisizione di informazioni confidenziali in merito alla procedura in questione: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

5. Lotto

5.1. Lotto: LOT-0001

Titolo: Organisation of a Marketing Programme for German Wine in USA

Descrizione: The Service Provider shall routinely perform the following tasks as basic services at a monthly fixed price including all external costs: 1. The Service Provider shall ensure an appropriate infrastructure for the completion of his contractual obligations. This consists of an office / offices in the U.S. of America fully equipped with all the common means and channels

of modern communication. The normal business and availability hours shall be made public and adhered to by the Service Provider.

2. General Basic Services The Service Provider shall perform the following tasks as General Basic Services:

- a) Basic Information Service and Correspondence - Particularly regarding exporters, agents, supermarkets, specialist retailers, catering trade, media and consumers - Consulting service for German wine and sparkling wine producers for entering or already working on the US market - Creation and maintenance of a network of important and relevant contacts and multipliers in the U.S. of America in order to perform these responsibilities - In correspondence and consultation, alternatives to in-person meetings should be considered, such as virtual meetings.
- b) Retail trade/Catering Trade /Importers/Wine Market - Identifying market potentials, concrete needs and opportunities for cooperation for German wine and sparkling wine producers - Continuous compilation and updating of lists of US wine retailers, agents, distributors, supermarkets, top hotels and selected restaurants (including contact person for wine procurement) - Adaptation of existing promotional material - Distribution and shipment of promotional materials. - Cooperation with potential partners (Sommelier-cooperations, Trade Sponsors, press clubs...) - Attendance at important/influential meetings
- c) Statistics/Market Research/Marketing Strategy for the U.S. of America - Development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in the U.S. of America corresponding to the market situation and in line with the general strategy of DWI - Transmission of statistics/market research - Continuous transmission of statistics in relation to the use of social media (number of followers, etc.) - Quarterly report on general activities.
- d) Other Basic Services - Storage of POS material and banners - Attendance of an annual meeting of all Wines of Germany offices in Germany by the team leader/Head of Campaign (about 4 days)

3. Basic Public Relation Services The Service Provider shall perform the following tasks as Basic Public Relation Services at a monthly fixed price including all external costs (including, but not limited to, subscriptions to relevant magazines or journals):

- Continuous monitoring of the US media landscape
- Expert point of contact for media representatives
- Regular summary of current media clippings (TV, print and internet)
- Reports on the current situation and changes in politics and the wine sector
- Creation and distribution of generic press releases related to the DWI or German wine in general
- Creation and distribution of basic information publications related to the DWI or German wine in general.

4. Basic Internet and Social Media Services The Service Provider shall perform the following tasks as Basic Internet and Social Media Services at a monthly fixed price including all external costs (including, but not limited to, language adaptations if required -see the "Important Notice" below):

- a) Website maintenance - The existing website available under <https://germanwineusa.com/> shall be maintained, regularly updated, and further developed. They shall be the central point of contact and information and shall be linked to all other social media channels in connection with the campaign. They shall contain all events and press releases as well as information on German wines in the USA - All content management shall be provided by the bidder, while the DWI shall provide an already existing Open Source Typo3 Content Management System (CMS) and host the required server. If necessary, the Service Provider will get an introduction for the Typo 3 CMS. It will be mandatory for the bidder to work within the CMS of the DWI. - The regular content creation as well as the content adaption and maintenance of the website about German wines are mandatory. In the case that new templates are needed the bidder shall ensure that the created content by the bidder or any third party is in line with the CI and CD of the DWI. This refers to any possible technical implementation of suitable templates, extensions, plugins, etc. including new content. The bidder shall ensure that the content of the websites is checked daily for relevance of data and updated at least weekly.
- b) Internet and Social Media - Content creation and maintenance of all relevant social media networks e.g. Instagram, Facebook, video channels, etc.). Social media channels must be updated at least once a week with unique

content containing added value. 5. Additional Services Upon separate request by the DWI, the Service Provider shall also perform the following tasks as additional services. These additional services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the US market. a) Media and Trade Trips to Germany b) Special Press Conferences in Relation to Current Events c) Other Marketing Activities d) Events/Fairs/Presentations

Identificativo interno: DWI 2026-10

5.1.1. Finalità

Natura dell'appalto: Servizi

Classificazione principale (cpv): 79340000 Servizi pubblicitari e di marketing

5.1.2. Luogo di esecuzione

Paese: Stati Uniti

Ovunque nel paese in questione

5.1.3. Durata stimata

Durata: 6 Anni

5.1.4. Rinnovo

Rinnovi massimi: 5

Altre informazioni sul rinnovo: The term of the tender agreement commences on 1st January 2027 and shall expire on 31 December 2027 (which concludes one year). The contract will subsequently be extended five times for successive one-year periods unless it is terminated by either the DWI or the Service Provider by giving at least three months' written notice of termination. The maximum term for this tender agreement is six years. Accordingly, the tender agreement shall expire no later than 31st December 2032.

5.1.6. Informazioni generali

Partecipazione riservata:

La partecipazione non è riservata.

Progetto di appalto finanziato in tutto o in parte con fondi UE

L'appalto è soggetto all'accordo sugli appalti pubblici (AAP): no

L'appalto si addice anche alle piccole e medie imprese (PMI): no

5.1.7. Appalto strategico

Obiettivo dell'appalto strategico: Nessun appalto strategico

5.1.9. Criteri di selezione

Fonti dei criteri di selezione: Avviso

Criterio: Altri requisiti economici o finanziari

Descrizione del criterio di selezione: Company presentation attachment

Criterio: Assicurazione professionale di indennizzo del rischio

Descrizione del criterio di selezione: Self-declaration confirming professional/commercial liability insurance with a coverage of at least 1.000,000.00EUR for each of personal injury and 200,000.00 EUR for each of property damage, or a declaration that such insurance will be obtained prior to the commencement of the contract.

Criterio: Fatturato annuo generale

Descrizione del criterio di selezione: The annual turnover of each of the last three completed business years shall amount to a minimum of 500,000.00 EUR. If a bidder's annual turnover is lower than the minimum, its request to participate will not be considered.

Criterio: Referenze su servizi specifici

Descrizione del criterio di selezione: Self-declaration confirming that the bidder has an active network of multipliers in trade and gastronomy in the wine/food/beverage sector as well as contacts to trade and public media in the U.S. of America.

Criterio: Referenze su servizi specifici

Descrizione del criterio di selezione: Provide an appropriate references from contracts performed in the past of major services provided in the last five years - calculated from the date of publication of this notice. The reference must cover several different marketing and PR activities for a client, with the "gastronomy and trade" sector in the U.S. of America as target group.

I criteri saranno utilizzati per selezionare i candidati da invitare alla seconda fase della procedura

Ponderazione (percentuale, valore centrale dell'intervallo): 35,00

Criterio: Referenze su servizi specifici

Descrizione del criterio di selezione: Provide an appropriate references from contracts performed in the past of major services provided in the last five years - calculated from the date of publication of this notice. The reference must cover several different marketing and PR activities for a client, with the "gastronomy and trade" sector in the U.S. of America as target group.

I criteri saranno utilizzati per selezionare i candidati da invitare alla seconda fase della procedura

Ponderazione (percentuale, valore centrale dell'intervallo): 35,00

Criterio: Referenze su servizi specifici

Descrizione del criterio di selezione: Qualification of the team leader/Head of Campaign /project team:Self-declaration about the Staff or technical bodies that are planned to be involved in the provision of the services, regardless of whether they form part of the undertaking or not, in particular those staff members or bodies that will be responsible for quality control.

I criteri saranno utilizzati per selezionare i candidati da invitare alla seconda fase della procedura

Ponderazione (percentuale, valore centrale dell'intervallo): 30,00

Criterio: Misure per garantire la qualità

Descrizione del criterio di selezione: Self-certify the knowledge of the required languages: Head of Campaign: English as native language or excellent English language skills with the ability to discuss business subjects including marketing, sales, and product management in English (language level C2). Project team: English as native language or excellent English language skills with the ability to discuss business subjects including marketing, sales, and product management in English (language level C2).

Criterio: Altri requisiti economici o finanziari

Descrizione del criterio di selezione: If applicable: Declaration of a bidding consortium and/or the use of subcontractors

Criterio: Autorizzazione o appartenenza a una particolare organizzazione necessaria per contratti di servizio

Descrizione del criterio di selezione: Grounds for exclusion pursuant to Article 5 k) of Regulation (EU) No. 833/2014- Submission of the completed self-declaration

Informazioni sulla seconda fase di una procedura in due fasi:

Numero minimo di candidati da invitare alla seconda fase della procedura: 3

Numero massimo di candidati da invitare alla seconda fase della procedura: 3

La procedura si svolge in diverse fasi. In ogni fase possono essere eliminati alcuni partecipanti

Il committente si riserva il diritto di aggiudicare l'appalto in base alle offerte iniziali senza ulteriore negoziazione

5.1.10. Criteri di aggiudicazione

Criterio:

Tipo: Prezzo

Nome: Price

Descrizione: Average price for one estimated year in the period Jan.2027-Dec.2032

Categoria del criterio di aggiudicazione peso: Ponderazione (percentuale, esatta)

Criterio di aggiudicazione: numero: 32,5

Criterio:

Tipo: Qualità

Nome: Implementation concept

Descrizione: Implementation concept table top presentation

Categoria del criterio di aggiudicazione peso: Ponderazione (percentuale, esatta)

Criterio di aggiudicazione: numero: 7,5

Criterio:

Tipo: Qualità

Nome: Conceptual idea

Descrizione: Conceptual idea

Categoria del criterio di aggiudicazione peso: Ponderazione (percentuale, esatta)

Criterio di aggiudicazione: numero: 12,5

Criterio:

Tipo: Qualità

Nome: Marketing Strategy

Descrizione: Marketing Strategy (incl. social media) for the U.S. of America

Categoria del criterio di aggiudicazione peso: Ponderazione (percentuale, esatta)

Criterio di aggiudicazione: numero: 7,5

Criterio:

Tipo: Qualità

Nome: Presentation

Descrizione: makeup and structure of content

Categoria del criterio di aggiudicazione peso: Ponderazione (percentuale, esatta)

Criterio di aggiudicazione: numero: 5

Criterio:

Tipo: Qualità

Nome: Presentation

Descrizione: Comprehensibility of the presented contents

Categoria del criterio di aggiudicazione peso: Ponderazione (percentuale, esatta)

Criterio di aggiudicazione: numero: 5

Criterio:

Tipo: Qualità
Nome: Presentation
Descrizione: Overall impression of the presentation
Categoria del criterio di aggiudicazione peso: Ponderazione (percentuale, esatta)
Criterio di aggiudicazione: numero: 10
Criterio:
Tipo: Qualità
Nome: Sustainability
Descrizione: Sustainability Plan
Categoria del criterio di aggiudicazione peso: Ponderazione (percentuale, esatta)
Criterio di aggiudicazione: numero: 20

5.1.11. Documenti di gara

Lingue in cui i documenti di gara sono ufficialmente disponibili: inglese
Termine per la richiesta di informazioni supplementari: 01/06/2026 23:59:59 (UTC+02:00) ora dell'Europa orientale, ora legale dell'Europa centrale
Indirizzo dei documenti di gara: <https://www.dtyp.de/Satellite/notice/CXP4YWSMNPL/documents>
Canale di comunicazione ad hoc:
URL: <https://www.dtyp.de/Satellite/notice/CXP4YWSMNPL>

5.1.12. Condizioni di appalto

Condizioni della procedura:

Data stimata dell'invio degli inviti a presentare le offerte: 12/06/2026

Modalità di presentazione:

Presentazione elettronica delle offerte: Obbligatoria

Indirizzo per la presentazione: <https://www.dtyp.de/Satellite/notice/CXP4YWSMNPL>

Lingue in cui possono essere presentate le offerte o le domande di partecipazione: tedesco, inglese

Catalogo elettronico: Non consentita

Varianti: Non consentita

Gli offerenti possono presentare più di un'offerta: Non consentita

Termine per il ricevimento delle domande di partecipazione: 08/06/2026 11:00:00 (UTC+02:00) ora dell'Europa orientale, ora legale dell'Europa centrale

Informazioni che possono essere integrate dopo la scadenza del termine di presentazione:

A discrezione dell'acquirente, alcuni documenti mancanti relativi all'offerente possono essere presentati successivamente.

Informazioni supplementari: The DWI may, but is not obliged to, request candidates/tenderers to submit missing undertaking-related documentation or to clarify incomplete undertaking-related documentation, including but not limited to self-declarations, information, certificates or other means of proof within an appropriate time limit set by the DWI and in compliance with the principles of transparency and equal treatment.

Condizioni contrattuali:

L'esecuzione dell'appalto deve avvenire nel contesto di programmi di lavoro protetti: No

Condizioni relative all'esecuzione dell'appalto: It is a special condition relating to the performance of this contract that the applicants, members of bidding consortia and subcontractors have to declare the absence of a conflict of interest. A conflict of interest exists, in particular, for a (single) commercial importer/wholesaler of (German) wine. Due to the DWI's legal mandate and the European framework (Regulation (EU) No 1308/2013, No 2021/2117

and Notification SA.54935 (2019/N), DWI may only carry out non-competitive worldwide marketing activities in cooperation with German producers. Therefore, any measures that are taken have to basically benefit all (wine) producers of the (wine) product type concerned. In case of bidding consortia, a self-declaration is required from each individual member of the consortium. Any applicant, member of a bidding consortium or sub-contractor not submitting this declaration will be excluded from further participation

Fatturazione elettronica: Obbligatoria

Si farà ricorso all'ordinazione elettronica: no

Sarà utilizzato il pagamento elettronico: no

5.1.15. Tecniche

Accordo quadro:

Accordo quadro, senza riapertura della gara

Numero massimo di partecipanti: 1

Giustificazione della durata dell'accordo quadro: The German Wine Institute has been working with foreign agencies for over 30 years. These agencies act as official representatives of the German Wine Institute. The target group consists of German wine producers, the media, the gastronomy and trade sector including end consumers in the respective target countries. The experience of over 30 years has shown, that it takes at least three years for an agency to develop a sufficient network of members of the aforementioned target group. From a marketing perspective it has been proven, that the initial investments made only start to amortize after this point in time. From this point on, after having built the network with the media and the gastronomy and trade sector and the mentioned representation is achieved, agency services start to become effective in a marketing sense, which enables the agencies to place marketing strategies and goals in an efficient way. The necessary investment volume on both sides, on the service provider's and client's side, is considered a recognized reason to deviate from the standard term of four (4) years for a framework contract by the public procurement jurisdiction.

Informazioni sul sistema dinamico di acquisizione:

Nessun sistema dinamico di acquisizione

5.1.16. Ulteriori informazioni, mediazione e ricorsi

Organizzazione competente per i ricorsi: Vergabekammer des Bundes

Organizzazione alla quale rivolgersi per informazioni complementari sulla procedura di appalto : Deutsches Weininstitut GmbH

Organizzazione alla quale rivolgersi per informazioni complementari sulle procedure di ricorso: Vergabekammer des Bundes

Organizzazione che riceve le domande di partecipazione: Deutsches Weininstitut GmbH

8. Organizzazioni

8.1. ORG-0001

Nome ufficiale: Deutsches Weininstitut GmbH

Numero di registrazione: 000

Indirizzo postale: Platz des Weines 2

Località: Bodenheim

Codice postale: 55294

Suddivisione del paese (NUTS): Mainz-Bingen (DEB3J)

Paese: Germania

E-mail: vergabe@deutscheweine.de

Telefono: 000

Indirizzo internet: <https://www.deutscheweine.de/>

Ruoli di questa organizzazione:

Committente

Organizzazione alla quale rivolgersi per informazioni complementari sulla procedura di appalto

Organizzazione che riceve le domande di partecipazione

8.1. ORG-0002

Nome ufficiale: Vergabekammer des Bundes

Numero di registrazione: 000

Indirizzo postale: Villemombler Straße 76

Località: Bonn

Codice postale: 53123

Suddivisione del paese (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Paese: Germania

Telefono: +49 4922-894990

Fax: +49 4922-89499163

Ruoli di questa organizzazione:

Organizzazione competente per i ricorsi

Organizzazione alla quale rivolgersi per informazioni complementari sulle procedure di ricorso

8.1. ORG-0003

Nome ufficiale: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Numero di registrazione: 0204:994-DOEVD-83

Località: Bonn

Codice postale: 53119

Suddivisione del paese (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Paese: Germania

E-mail: noreply.esender_hub@bescha.bund.de

Telefono: +49228996100

Ruoli di questa organizzazione:

TED eSender

Informazioni sull'avviso

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