

180851-2026 - Concurso

Alemanha – Serviços de publicidade e marketing – Organisation of a Marketing Programme for German Wine in Poland

OJ S 52/2026 16/03/2026

Anúncio de concurso ou de concessão – regime normal

Serviços

1. Adquirente

1.1. Adquirente

Nome oficial: Deutsches Weininstitut GmbH

Correio eletrónico: vergabe@deutscheweine.de

Forma jurídica do adquirente: Empresa pública, controlada por uma autoridade da administração central

Atividade da autoridade adjudicante: Assuntos económicos

2. Procedimento

2.1. Procedimento

Título: Organisation of a Marketing Programme for German Wine in Poland

Descrição: The international activities of the DWI to promote the sale of quality wines from the 13 German wine-growing regions are focused on the most important consumer markets in Europe and overseas, including Norway. In order to gain a market presence of German wines in Poland 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.

Identificador do procedimento: 33286a38-f853-4b48-85cb-f63f1e843cea

Identificador interno: DWI 2026-06

Tipo de procedimento: Por negociação com publicação prévia de um convite à apresentação de propostas/concurso com negociação

O procedimento é acelerado: não

2.1.1. Finalidade

Natureza do contrato: Serviços

Classificação principal (cpv): 79340000 Serviços de publicidade e marketing

2.1.2. Local de execução

Em qualquer parte do Espaço Económico Europeu

2.1.3. Valor

Valor estimado, sem IVA: 816 000,00 EUR

Valor máximo do acordo-quadro: 1 305 000,00 EUR

2.1.4. Informações gerais

Informações adicionais: #Bekanntmachungs-ID: CXP4YWSM0SB#

Base jurídica:

Diretiva 2014/24/UE

2.1.6. Motivos de exclusão

Fontes dos motivos de exclusão: Anúncio

Participação numa organização criminosa: 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.

Infrações terroristas ou infrações relacionadas com atividades terroristas: 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.

Branqueamento de capitais ou financiamento do 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.

Fraude: 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.

Corrupção: 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.

Trabalho infantil e outras formas de tráfico de seres humanos: 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.

Incumprimento da obrigação de pagamento de impostos: 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.

Incumprimento da obrigação de pagamento das contribuições para a segurança social: 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.

Violação das obrigações no domínio da legislação ambiental: 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.

Violação das obrigações no domínio da legislação social: 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.

Violação das obrigações no domínio da legislação laboral: 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.

Insolvência: 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.

Ativos sob gestão por um liquidatário: 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.

Atividades suspensas: 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.

Situação análoga, como falência ao abrigo da legislação nacional: 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.

Falta profissional grave: 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.

Acordos com outros operadores económicos com o objetivo de distorcer a concorrência: 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.

Conflitos de interesses decorrentes da participação no procedimento de contratação: 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.

Intervenção direta ou indireta na preparação do presente procedimento de contratação: 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.

Rescisão antecipada, indemnizações ou outras sanções comparáveis: 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.

Falsas declarações, ocultação de informações, incapacidade de fornecer os documentos exigidos ou obtenção de informações confidenciais sobre o presente procedimento: 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. Lote

5.1. Lote: LOT-0001

Título: Organisation of a Marketing Programme for German Wine in Poland

Descrição: The Service Provider shall routinely perform the following tasks as basic services at a monthly fixed price including all external costs (including, but not limited to, shipping fees for promotional materials, adaptation of marketing materials, fees for market research or analysis tools, except travel expenses for attending an annual meeting of all Wines of Germany offices in Germany): Service Conditions The Service Provider shall ensure an appropriate infrastructure for the completion of his contractual obligations. This consists of an

office / offices fully equipped with all the common means and channels of modern communication. These include IT equipment, e-mail, internet, telephones, etc. The normal business and availability hours shall be made public and adhered to by the Service Provider. 1

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 Polish market - Creation and maintenance of a network of important and relevant contacts and multipliers in Poland in order to perform these responsibilities - In correspondence and consultation, alternatives to in-person meetings should be considered, such as virtual meetings (video or teleconferences).
- 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 Polish 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 Poland - Development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in Poland 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)

2. 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 Polish 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.

3. 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://www.winaniemieckie.pl/> 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 Poland. - 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. - Existing social media accounts are: o Facebook: NiemieckiInstytutWina o Instagram: winesofgermanypoland 4. 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 Polish 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
Identificador interno: DWI 2026-06

5.1.1. Finalidade

Natureza do contrato: Serviços

Classificação principal (cpv): 79340000 Serviços de publicidade e marketing

5.1.2. Local de execução

Em qualquer parte do Espaço Económico Europeu

5.1.3. Duração estimada

Duração: 6 Anos

5.1.4. Renovação

Renovações máximas: 5

Mais informações sobre renovações: 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. Informações gerais

Participação reservada:

A participação não está reservada.

Projeto de contratação pública não financiado por fundos da UE

O concurso é abrangido pelo Acordo sobre Contratos Públicos (ACP): não

Este concurso também é adequado para as pequenas e médias empresas (PME): não

5.1.7. Contratação estratégica

Objetivo da contratação estratégica: Inexistência de contratação pública estratégica

5.1.9. Critérios de seleção

Fontes dos critérios de seleção: Anúncio

Critério: Outros requisitos económicos ou financeiros

Descrição do critério de seleção: Company presentation attachment

Critério: Seguro de indemnização de risco profissional

Descrição do critério de seleção: Self-declaration confirming professional/commercial liability insurance with a coverage of at least 500,000.00EUR for each of personal injury and 100,000.00 EUR for each of property damage, or a declaration that such insurance will be obtained prior to the commencement of the contract.

Critério: Faturamento geral anual

Descrição do critério de seleção: The annual turnover of each of the last three completed business years shall amount to a minimum of 120,000.00 EUR. If a bidder's annual turnover is lower than the minimum, its request to participate will not be considered.

Critério: Referências sobre serviços especificados

Descrição do critério de seleção: 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 Poland.

Critério: Referências sobre serviços especificados

Descrição do critério de seleção: Provide 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 Poland as target group.

Os critérios serão utilizados para selecionar os candidatos a convidar para a segunda fase do concurso

Ponderação (percentagem, a meio de um intervalo): 50,00

Critério: Referências sobre serviços especificados

Descrição do critério de seleção: 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.

Os critérios serão utilizados para selecionar os candidatos a convidar para a segunda fase do concurso

Ponderação (percentagem, a meio de um intervalo): 50,00

Critério: Medidas para garantir a qualidade

Descrição do critério de seleção: Self-certify the knowledge of the required languages: Head of Campaign: Excellent Polish and German or English language skills with the ability to discuss business subjects including marketing, sales, and product management in Polish and English (minimum language level C1). Project team: Excellent Polish and German or English language skills with the ability to discuss business subjects including marketing, sales, and product management in Polish and English (minimum language level C1).

Critério: Outros requisitos económicos ou financeiros

Descrição do critério de seleção: If applicable: Declaration of a bidding consortium and/or the use of subcontractors

Critério: Autorização ou filiação a uma organização específica necessária para contratos de serviço

Descrição do critério de seleção: 6.1.9 Grounds for exclusion pursuant to Article 5 k) of Regulation (EU) No. 833/2014- Submission of the completed self-declaration

Informações sobre a segunda fase de um procedimento de concurso em duas fases:

Número mínimo de candidatos a convidar para a segunda fase do procedimento: 3

Número máximo de candidatos a convocar para a segunda fase do procedimento: 3

O procedimento irá decorrer em fases sucessivas. Em cada fase, alguns participantes podem ser eliminados

O adquirente reserva-se o direito de adjudicar o contrato com base nas propostas iniciais, sem quaisquer negociações

5.1.10. Critérios de adjudicação

Critério:

Tipo: Preço

Nome: Price

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

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 32,5

Critério:

Tipo: Qualidade

Nome: Implementation Concept

Descrição: Implementation concept table top presentation

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 7,5

Critério:

Tipo: Qualidade

Nome: Conceptual idea

Descrição: Conceptual idea

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 12,5

Critério:

Tipo: Qualidade

Nome: Marketing Strategy

Descrição: Martekting strategy (incl. social media) for Poland

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 7,5

Critério:

Tipo: Qualidade

Nome: Presentation

Descrição: makeuo and structure of content

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 5

Critério:

Tipo: Qualidade

Nome: Presentation

Descrição: Comprehensibility of the presented contents

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 5

Critério:

Tipo: Qualidade

Nome: Presentation

Descrição: Overall impression of the presentation

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 10

Critério:

Tipo: Qualidade

Nome: Sustainability

Descrição: Sustainability Plan

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 20

5.1.11. Documentos do concurso

Línguas em que os documentos do concurso estão oficialmente disponíveis: inglês
Prazo para solicitar informações adicionais: 08/04/2026 23:59:59 (UTC+02:00) hora da Europa Oriental, hora de verão da Europa Central

Endereço dos documentos do concurso: <https://www.dtv.de/Satellite/notice/CXP4YWSM0SB/documents>

Canal de comunicação ad hoc:

URL: <https://www.dtv.de/Satellite/notice/CXP4YWSM0SB>

5.1.12. Condições do concurso

Condições do procedimento:

Data prevista de envio dos convites à apresentação de propostas: 27/04/2026

Condições de apresentação:

Apresentação por via eletrônica: Necessário

Endereço para apresentação: <https://www.dtv.de/Satellite/notice/CXP4YWSM0SB>

Línguas em que podem ser apresentadas as propostas ou pedidos de participação: alemão, inglês

Catálogo eletrônico: Não autorizado

Variantes: Não autorizado

Os proponentes podem apresentar mais do que uma proposta: Não autorizado

Prazo para a receção dos pedidos de participação: 15/04/2026 11:00:00 (UTC+02:00) hora da Europa Oriental, hora de verão da Europa Central

Informações que podem ser completadas após o prazo de apresentação:

Ao critério do comprador, alguns documentos em falta relacionados com o proponente poderão ser apresentados posteriormente.

Informações adicionais: The DWI reserves the right to request the candidates to hand in missing, incomplete or inaccurate documentation related to the undertaking, including but not limited to self-declarations, information, certificates or other means of proof within a certain period of time and in adherence of the principles of transparency and equal treatment.

Condições do contrato:

A execução do contrato tem de ser efetuada no âmbito de programas de emprego protegido: Não

Condições relacionadas com a execução do contrato: 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

Faturação eletrônica: Necessário

Serão utilizadas encomendas eletrônicas: não

Será utilizado o pagamento eletrônico: não

5.1.15. Técnicas

Acordo-quadro:

Acordo-quadro, sem reabertura de concurso

Número máximo de participantes: 1

Justificação da duração do acordo-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.

Informações sobre o sistema de aquisição dinâmico:

Inexistência de sistema de aquisição dinâmico

5.1.16. Informações adicionais, mediação e recurso

Instância de recurso: Vergabekammer des Bundes

Organização que fornece informações adicionais sobre o processo de adjudicação:
Deutsches Weininstitut GmbH

Organização que fornece mais informações sobre os procedimentos de recurso:
Vergabekammer des Bundes

Organização que recebe pedidos de participação: Deutsches Weininstitut GmbH

8. Organizações

8.1. ORG-0001

Nome oficial: Deutsches Weininstitut GmbH

Número de registo: 000

Endereço postal: Platz des Weines 2

Cidade: Bodenheim

Código postal: 55294

Subdivisão do país (NUTS): Mainz-Bingen (DEB3J)

País: Alemanha

Correio eletrónico: vergabe@deutscheweine.de

Telefone: 000

Endereço Internet: <https://www.deutscheweine.de/>

Funções desta organização:

Adquirente

Organização que fornece informações adicionais sobre o processo de adjudicação

Organização que recebe pedidos de participação

8.1. ORG-0002

Nome oficial: Vergabekammer des Bundes

Número de registo: 0000

Endereço postal: Villemombler Straße 76

Cidade: Bonn

Código postal: 53123

Subdivisão do país (NUTS): Bonn, Kreisfreie Stadt (DEA22)

País: Alemanha

Telefone: +49 4922-894990

Fax: +49 4922-89499163

Funções desta organização:

Instância de recurso

Organização que fornece mais informações sobre os procedimentos de recurso

8.1. ORG-0003

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

Número de registo: 0204:994-DOEVD-83

Cidade: Bonn

Código postal: 53119

Subdivisão do país (NUTS): Bonn, Kreisfreie Stadt (DEA22)

País: Alemanha

Correio eletrónico: noreply.esender_hub@bescha.bund.de

Telefone: +49228996100

Funções desta organização:

TED eSender

Informações sobre o anúncio

Identificador/versão do anúncio: 5731aa53-71ba-47f0-9afa-a51d50d26bbc - 01

Tipo de formulário: Concurso

Tipo de anúncio: Anúncio de concurso ou de concessão – regime normal

Subtipo de anúncio: 16

Data de envio do anúncio: 12/03/2026 15:09:51 (UTC+01:00) hora da Europa Central, hora de verão da Europa Ocidental

Línguas em que o presente anúncio está oficialmente disponível: inglês

Número de publicação do anúncio: 180851-2026

N.º de edição do JO S: 52/2026

Data de publicação: 16/03/2026