

180851-2026 - Procedură concurențială

Germania – Servicii de publicitate și de comercializare – Organisation of a Marketing Programme for German Wine in Poland

OJ S 52/2026 16/03/2026

Anunț de participare sau de concesiune - regim standard

Servicii

1. Cumpărător

1.1. Cumpărător

Denumire oficială: Deutsches Weininstitut GmbH

E-mail: vergabe@deutscheweine.de

Forma juridică a achizitorului: Întreprindere de stat, controlată de o autoritate guvernamentală centrală

Activitatea autorității contractante: Afaceri economice

2. Procedură

2.1. Procedură

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

Descriere: 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.

Identificatorul procedurii: 33286a38-f853-4b48-85cb-f63f1e843cea

Identificator intern: DWI 2026-06

Tip de procedură: Negociată cu publicarea prealabilă a unei proceduri concurențiale de ofertare / competitivă cu negociere

Procedura este accelerată: nu

2.1.1. Scop

Natura contractului: Servicii

Clasificarea principală (cpv): 79340000 Servicii de publicitate și de comercializare

2.1.2. Locul de executare

Oriunde în Spațiul Economic European

2.1.3. Valoare

Valoarea estimată fără TVA: 816 000,00 EUR

Valoarea maximă a acordului-cadru: 1 305 000,00 EUR

2.1.4. Informații generale

Informații suplimentare: #Bekanntmachungs-ID: CXP4YWSM0SB#

Temei juridic:

Directiva 2014/24/UE

2.1.6. Motive de excludere

Sursele motivelor de excludere: Anunț

Participarea la o organizație criminală: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Infrațiuni teroriste sau infrațiuni legate de activități teroriste: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Combaterea spălării banilor sau a finanțării terorismului: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and /or a loan of eligibilty and/or subcontractors.

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

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

Munca copiilor și alte forme de trafic de persoane: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and /or a loan of eligibilty and/or subcontractors.

Încălcarea obligației de plată a impozitelor: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Încălcarea obligației de plată a contribuțiilor la asigurările sociale: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Încălcarea obligațiilor în domeniile legislației de mediu: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and /or a loan of eligibilty and/or subcontractors.

Încălcarea obligațiilor în domeniile legislației sociale: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and /or a loan of eligibilty and/or subcontractors.

Încălcarea obligațiilor în domeniile legislației muncii: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and /or a loan of eligibilty and/or subcontractors.

Insolvență: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od 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.

Active administrate de lichidator: 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.

Activitățile economice sunt suspendate: 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.

Situații similare, în temeiul legislației naționale, cum ar fi falimentul: 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.

Abaterea profesională gravă: 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.

Acorduri cu alți operatori economici care vizează denaturarea concurenței: 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.

Conflict de interese care decurge din participarea la procedura de achiziții publice: 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.

Implicare directă sau indirectă în pregătirea acestei proceduri de achiziții publice: 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.

Încetare anticipată, daune-interese sau alte sancțiuni comparabile: 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.

Interpretare eronată, nedivulgare de informații, incapacitate de a furniza documentele necesare sau obținere de informații confidențiale referitoare la această procedură: 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. Lot

5.1. Lot: LOT-0001

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

Descriere: 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
Identificator intern: DWI 2026-06

5.1.1. Scop

Natura contractului: Servicii

Clasificarea principală (cpv): 79340000 Servicii de publicitate și de comercializare

5.1.2. Locul de executare

Oriunde în Spațiul Economic European

5.1.3. Durata estimată

Durată: 6 Ani

5.1.4. Reînnoire

Numărul maxim de reînnoiri: 5

Alte informații despre reînnoire: 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. Informații generale

Participare rezervată:

Participarea nu este rezervată.

Proiect de achiziții publice nefinanțat din fonduri UE

Achiziția face obiectul Acordului privind achizițiile publice (AAP): nu

Această procedură de achiziții publice este adecvată și pentru întreprinderile mici și mijlocii (IMM-uri): nu

5.1.7. Achiziție publică strategică

Obiectivul achiziției publice strategice: Nu se aplică achiziții strategice

5.1.9. Criterii de selecție

Sursele criteriilor de selecție: Anunț

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: Company presentation attachment

Criteriu: Asigurare de despăgubire pentru riscuri profesionale

Descrierea criteriului de selecție: 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.

Criteriu: Cifra de afaceri generală anuală

Descrierea criteriului de selecție: 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.

Criteriu: Referințe despre servicii specificate

Descrierea criteriului de selecție: 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.

Criteriu: Referințe despre servicii specificate

Descrierea criteriului de selecție: 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.

Criteriile vor fi utilizate pentru a selecta candidații care urmează să fie invitați în a doua etapă a procedurii

Ponderare (procentaj, mijlocul unui interval): 50,00

Criteriu: Referințe despre servicii specificate

Descrierea criteriului de selecție: 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.

Criteriile vor fi utilizate pentru a selecta candidații care urmează să fie invitați în a doua etapă a procedurii

Ponderare (procentaj, mijlocul unui interval): 50,00

Criteriu: Măsuri pentru asigurarea calității

Descrierea criteriului de selecție: 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).

Criteriu: Alte cerințe economice sau financiare

Descrierea criteriului de selecție: If applicable: Declaration of a bidding consortium and/or the use of subcontractors

Criteriu: Autorizație sau apartenență la o organizație particulară necesară pentru contracte de servicii

Descrierea criteriului de selecție: 6.1.9 Grounds for exclusion pursuant to Article 5 k) of Regulation (EU) No. 833/2014- Submission of the completed self-declaration

Informații privind a doua etapă a unei proceduri în două etape:

Numărul minim de candidați care urmează să fie invitați în a doua etapă a procedurii: 3

Numărul maxim de candidați care urmează să fie invitați în a doua etapă a procedurii: 3

Procedura se va desfășura în mai multe etape. În fiecare etapă, unii participanți pot fi eliminați
Achizitorul își rezervă dreptul de a atribui contractul pe baza ofertelor inițiale, fără alte negocieri

5.1.10. Criterii de atribuire

Criteriu:

Tip: Preț

Denumire: Price

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

Categorie a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 32,5

Criteriu:

Tip: Calitate

Denumire: Implementation Concept

Descriere: Implementation concept table top presentation

Categorie a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 7,5

Criteriu:

Tip: Calitate

Denumire: Conceptual idea

Descriere: Conceptual idea

Categorie a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 12,5

Criteriu:

Tip: Calitate

Denumire: Marketing Strategy

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

Categorie a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 7,5

Criteriu:

Tip: Calitate

Denumire: Presentation

Descriere: makeuo and structure of content

Categorie a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 5

Criteriu:

Tip: Calitate

Denumire: Presentation

Descriere: Comprehensibility of the presented contents

Categorie a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 5

Criteriu:

Tip: Calitate

Denumire: Presentation

Descriere: Overall impression of the presentation

Categorie a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 10

Criteriu:

Tip: Calitate

Denumire: Sustainability

Descriere: Sustainability Plan

Categorie a criteriului de atribuire greutate: Ponderare (procentaj, valoare exactă)

Număr legat de criteriul de atribuire: 20

5.1.11. Documentele achiziției

Limbile în care documentele achiziției sunt disponibile oficial: engleză

Termenul-limită pentru solicitarea de informații suplimentare: 08/04/2026 23:59:59 (UTC+02:00) ora Europei de Est, ora de vară a Europei Centrale

Unde se găsesc documentele achiziției: <https://www.dtv.de/Satellite/notice/CXP4YWSM0SB/documents>

Canal de comunicare ad-hoc:

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

5.1.12. Condițiile achiziției publice

Condițiile procedurii:

Data estimată de trimitere a invitațiilor de depunere a ofertelor: 27/04/2026

Condiții de depunere:

Depunere electronică: Obligatorie

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

Limbile în care pot fi depuse ofertele sau cererile de participare: germană, engleză

Catalog electronic: Nu este permisă

Variante: Nu este permisă

Ofertanții pot depune mai multe oferte: Nu este permisă

Termenul-limită pentru primirea cererilor de participare: 15/04/2026 11:00:00 (UTC+02:00) ora Europei de Est, ora de vară a Europei Centrale

Informații care pot fi completate după termenul-limită de depunere:

La latitudinea cumpărătorului, o parte din documentele lipsă legate de ofertant pot fi depuse ulterior.

Informații suplimentare: 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.

Clauzele contractuale:

Executarea contractului trebuie efectuată în cadrul unor programe de angajare protejată: Nu
Condiții privind executarea contractului: 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

Facturare electronică: Obligatorie

Se va utiliza comanda electronică: nu

Se va utiliza plata electronică: nu

5.1.15. Aspecte tehnice

Acord-cadru:

Acord-cadru, fără reluarea procedurii concurențiale

Numărul maxim de participanți: 1

Justificarea duratei acordului-cadru: 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.

Informații despre sistemul dinamic de achiziții:

Nu există un sistem dinamic de achiziție

5.1.16. Informații suplimentare, mediere și căi de atac

Organizația responsabilă cu căile de atac: Vergabekammer des Bundes

Organizația care furnizează informații suplimentare cu privire la procedura de achiziții:
Deutsches Weininstitut GmbH

Organizația care furnizează mai multe informații cu privire la căile de atac: Vergabekammer des Bundes

Organizația care primește cererile de participare: Deutsches Weininstitut GmbH

8. Organizații

8.1. ORG-0001

Denumire oficială: Deutsches Weininstitut GmbH

Număr de înregistrare: 000

Adresă poștală: Platz des Weines 2

Localitate: Bodenheim

Cod poștal: 55294

Subdiviziunea țării (NUTS): Mainz-Bingen (DEB3J)

Țara: Germania

E-mail: vergabe@deutscheweine.de

Telefon: 000

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

Rolurile acestei organizații:

Cumpărător

Organizația care furnizează informații suplimentare cu privire la procedura de achiziții

Organizația care primește cererile de participare

8.1. ORG-0002

Denumire oficială: Vergabekammer des Bundes

Număr de înregistrare: 0000

Adresă poștală: Villemombler Straße 76

Localitate: Bonn

Cod poștal: 53123

Subdiviziunea țării (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Țara: Germania

Telefon: +49 4922-894990

Fax: +49 4922-89499163

Rolurile acestei organizații:

Organizația responsabilă cu căile de atac

Organizația care furnizează mai multe informații cu privire la căile de atac

8.1. ORG-0003

Denumire oficială: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Număr de înregistrare: 0204:994-DOEVD-83

Localitate: Bonn

Cod poștal: 53119

Subdiviziunea țării (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Țara: Germania

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

Telefon: +49228996100

Rolurile acestei organizații:

TED eSender

Informații privind anunțul

Identificatorul versiunea anunțului: 5731aa53-71ba-47f0-9afa-a51d50d26bbc - 01

Tip de formular: Procedură concurențială

Tip de anunț: Anunț de participare sau de concesiune - regim standard

Subtipul anunțului: 16

Data notificării expedierii: 12/03/2026 15:09:51 (UTC+01:00) ora Europei Centrale, ora de vară a Europei Occidentale

Limbile în care acest anunț este disponibil oficial: engleză

Numărul de publicare al anunțului: 180851-2026

Numărul ediției JO S: 52/2026

Data publicării: 16/03/2026