

# ITALY: PUBLIC RELATIONS SERVICES TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES JAPAN - SINGAPORE - CHINA (HONG- KONG)

Contract or concession notice – standard regime

## 1 Buyer

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### 1.1 Buyer

*Official name:* VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

*Legal type of the buyer:* Organisation awarding a contract subsidised by a contracting authority

*Activity of the contracting authority:* Economic affairs

## 2 Procedure

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### 2.1 Procedure

*Title:* TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES JAPAN - SINGAPORE - CHINA (HONG-KONG)

*Description:* The call for tenders concerns the selection of an implementing body in charge of the implementation of the actions aimed at achieving the objectives envisaged within the framework of the Information and Promotion Program that will be submitted under EU Regulation No. 1144/2014 of the European Parliament and of the Council - Call 2024 and that will take place in the following target countries: Japan, Singapore, China (Hong Kong); and will concern the following EU denomination products: Franciacorta PDO e Huîtres Marennes Oléron PGI. Work packages and activities that will be implemented: - WP2 - Public relations - WP3 - Web site, Social media - WP4 - Advertising - WP5 - Communication tools - WP6 - Events - WP8 - Other Activities

*Procedure identifier:* 98e08479-e419-4bc2-9e98-90bc24ce79fd

*Type of procedure:* Open

#### 2.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79416000 Public relations services

#### 2.1.3 Value

*Estimated value excluding VAT:* 3 222 500 EUR

#### 2.1.4 General information

*Legal basis:*

Directive 2014/24/EU

#### 2.1.6 Grounds for exclusion

Agreements with other economic operators aimed at distorting competition:

Assets being administered by liquidator:

Early termination, damages or other comparable sanctions:

Business activities are suspended:

Guilty of misrepresentation, withheld information, unable to provide required documents and obtained confidential information of this procedure:  
Arrangement with creditors:  
Conflict of interest due to its participation in the procurement procedure:  
Corruption:  
Bankruptcy:  
Fraud:  
Guilty of grave professional misconduct:  
Insolvency:  
Child labour and other forms of trafficking in human beings:  
Payment of social security contributions:  
Payment of taxes:  
Participation in a criminal organisation:  
Direct or indirect involvement in the preparation of this procurement procedure:  
Terrorist offences or offences linked to terrorist activities:  
Money laundering or terrorist financing:  
Analogous situation like bankruptcy under national law:  
Breaching of obligations in the fields of labour law:  
Breaching of obligations in the fields of social law:  
Breaching of obligations in the fields of environmental law:

## 5 Lot

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### 5.1 Lot technical ID: LOT-0000

*Title:* TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES JAPAN - SINGAPORE - CHINA (HONG-KONG)

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*Internal identifier:* Franciacorta PDO e Huîtres Marennes Oléron PGI - JAPAN - SINGAPORE - CHINA (HONG-KONG)

#### 5.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79416000 Public relations services

*Additional classification (cpv):* 79421000 Project-management services other than for construction work

### **5.1.2 Place of performance**

*Country subdivision (NUTS):* Brescia (ITC47)

*Country:* Italy

*Additional information:* The contracting authority is located in Erbusco (BS). Project activities are to be carried out in the Target Countries: Japan, Singapore, China (Hong Kong)

### **5.1.3 Estimated duration**

*Duration:* 36 MONTH

### **5.1.5 Value**

*Estimated value excluding VAT:* 3 222 500 EUR

### **5.1.6 General information**

*Reserved participation:* Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

*Additional information:* In the context of this procedure, Directive 2014/24/EU and Legislative Decree 36/2023 will be applied only if referred to in the tender documents (notice, technical specifications and annexes thereto), pursuant to Regulation (EU) No. 1144/2014 as amended, and the DIQPAI - DGPQA - uff. PQAV of 20/11/2023

### **5.1.9 Selection criteria**

*Criterion:*

*Type:* Suitability to pursue the professional activity

*Description:* Economic operators must meet the requirements set out in Regulation (EU) No 1144/2014, in the other related Regulations and in the EU legislation on information provision and promotion measures for agricultural products on the internal market as specified in the document "TECHNICAL SPECIFICATIONS AND PROCEDURE FOR SELECTING THE IMPLEMENTING BODY FOR THE PROGRAMME FOR INFORMATION PROVISION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD COUNTRIES JAPAN - SINGAPORE - CHINA (HONG-KONG)". The participating party must indicate registration in the appropriate register kept in the member state or which the economic operator is based.

*Use of this criterion:* Used

*Information about the second stage of a two-stage procedure:*

*Minimum number of candidates to be invited for the second stage of the procedure:* 0

### **5.1.10 Award criteria**

*Criterion:*

*Type:* Price

*Criterion:*

*Type:* Quality

### **5.1.11 Procurement documents**

*Address of the procurement documents:* <https://franciacorta.wine/it/>,

### **5.1.12 Terms of procurement**

*Terms of submission:*

*Electronic submission:* Not allowed

*Languages in which tenders or requests to participate may be submitted:* English

*Electronic catalogue:* Not allowed

*Variants:* Not allowed

*Deadline for receipt of tenders:* 2024-03-04+01:00 12:00:00+01:00

*Deadline until which the tender must remain valid:* 18 MONTH

*Information about public opening:*

*Opening date:* 2024-03-06+01:00 09:30:00+01:00

*Place:* The modalities of the commission meeting may be: -in person at the contracting authority's premises in Erbusco (BS) -remotely via the use of a video conferencing platform

*Additional information:* The meetings of the evaluation commission will take place, as described above, in public session for the opening of the administrative offer, in private session for the evaluation of the technical offer and in public session for the evaluation of the financial offer. The legal representatives of the tenderers or persons holding proxies may attend the public sessions.

*Terms of contract:*

*Electronic invoicing:* Allowed

*Electronic ordering will be used:* no

*Information about review deadlines:* Any dispute arising out of or in connection with the interpretation, execution, validity or effectiveness of the contract to be subsequently entered into shall fall under the exclusive jurisdiction of the Court of Brescia.

### **5.1.15 Techniques**

*Framework agreement:*

No framework agreement

*Information about the dynamic purchasing system:*

No dynamic purchase system

### **5.1.16 Further information, mediation and review**

*Mediation organisation:* COURT OF BRESCIA

*Review organisation:* COURT OF BRESCIA

*Organisation providing additional information about the procurement procedure:* VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

*Organisation receiving requests to participate:* VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

## **8 Organisations**

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### **8.1 ORG-0001**

*Official name:* VOLUNTARY CONSORTIUM FOR THE PROTECTION OF WINES WITH THE FRANCIACORTA APPELLATION

*Registration number:* 01734110982

*Postal address:* VIA G. VERDI, 53

*Town:* ERBUSCO

*Postcode:* 25030

*Country subdivision (NUTS):* Brescia (ITC47)

*Country:* Italy

*Contact point:* Gianluca Agati

*Email:* [direzione@franciacorta.wine](mailto:direzione@franciacorta.wine)

*Telephone:* +390307760477

*Internet address:* <https://franciacorta.wine/it/>

*Roles of this organisation:*

*Buyer*

*Organisation providing additional information about the procurement procedure*

*Organisation receiving requests to participate*

### **8.1 ORG-0002**

*Official name:* COURT OF BRESCIA

*Registration number:* 00000000000

*Postal address:* Via Lattanzio Gambara, 40

*Town:* Brescia

*Postcode:* 25121

*Country subdivision (NUTS):* Brescia (ITC47)

*Country:* Italy

*Email:* [tribunale.brescia@giustizia.it](mailto:tribunale.brescia@giustizia.it)

*Telephone:* +39 0307672111

*Internet address:* <https://www.tribunale.brescia.it/>

*Roles of this organisation:*

*Review organisation*

*Mediation organisation*

## 11 Notice information

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### **11.1 Notice information**

*Notice identifier/version:* c933fdb0-3015-4c27-84c1-883480f8ba6f - 01

*Form type:* Competition

*Notice type:* Contract or concession notice – standard regime

*Notice dispatch date:* 2024-02-05Z 11:55:28Z

*Languages in which this notice is officially available:* English Italian

### **11.2 Publication information**