

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:579670-2019:TEXT:EN:HTML>

**Italy-Parma: Public relations services
2019/S 236-579670**

Contract award notice

Results of the procurement procedure

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: Consorzio del Prosciutto di Parma

Postal address: Largo Calamandrei n. 1/A

Town: Parma

NUTS code: ITH52

Postal code: 43121

Country: Italy

Contact person: Paolo Tramelli

E-mail: paolo.tramelli@prosciuttodiparma.com

Telephone: +39 0521246211

Fax: +39 0521243983

Internet address(es):

Main address: www.prosciuttodiparma.com

I.2) Information about joint procurement

I.4) Type of the contracting authority

Other type: Protection consortium

I.5) Main activity

Other activity: Protection of the PDO Parma Ham

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Public Notice of Tender for the Selection, by Means of an Open Competitive Procedure, of an 'Implementing Body'

II.1.2) Main CPV code

79416000

II.1.3) Type of contract

Services

II.1.4) Short description:

Public notice of tender for the selection, by means of an open competitive procedure, of an 'Implementing Body' engaged for the realisation of the actions (activities/initiatives) directed at the attainment of the objectives

that are provided by the Programme that will be presented and which shall be carried out in the following third countries: Japan, China, Kong Kong and Taiwan, using as testimonial products Parma Ham PDO and GranaPadano Cheese PDO.

II.1.6) **Information about lots**

This contract is divided into lots: no

II.1.7) **Total value of the procurement (excluding VAT)**

Value excluding VAT: 5 410 000.00 EUR

II.2) **Description**

II.2.1) **Title:**

II.2.2) **Additional CPV code(s)**

II.2.3) **Place of performance**

NUTS code: ITH52

II.2.4) **Description of the procurement:**

The activities to be carried out within the project framework include but are not limited to: activities of public relations, information on and promotion of agricultural products of the European Union, the organisation of events and tastings at points of sale, the drawing up of informational and promotional materials.

For a detailed description and the requirements for participation in the selection see the tender documents under the following link: https://www.prosciuttodiparma.com/en_UK/reg-1144-2014

II.2.5) **Award criteria**

Quality criterion - Name: Overall strategy / Weighting: 0-1

Quality criterion - Name: Methodological approach / Weighting: 0-1

Quality criterion - Name: Approccio metodologico / Weighting: 0-1

Cost criterion - Name: Financial analysis / Weighting: 0-1

II.2.11) **Information about options**

Options: no

II.2.13) **Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project:

Regulation (EU) n.1144/2014

II.2.14) **Additional information**

Section IV: Procedure

IV.1) **Description**

IV.1.1) **Type of procedure**

Open procedure

IV.1.3) **Information about a framework agreement or a dynamic purchasing system**

IV.1.6) **Information about electronic auction**

IV.1.8) **Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

IV.2) **Administrative information**

IV.2.1) **Previous publication concerning this procedure**

Notice number in the OJ S: [2019/S 211-516828](https://ted.europa.eu/)

IV.2.8) **Information about termination of dynamic purchasing system**

IV.2.9) **Information about termination of call for competition in the form of a prior information notice**

Section V: Award of contract

Title:

Public Notice of Tender for the Selection, by Means of an Open Competitive Procedure, of an 'Implementing Body'

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

29/11/2019

V.2.2) **Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Societe pour L'Expansion des Ventes des Produits agricoles et alimentaires (SOPEXA)

Postal address: 28 rue Feydeua

Town: Paris

NUTS code: FR101

Postal code: 75002

Country: France

The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 5 410 000.00 EUR

Total value of the contract/lot: 5 410 000.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **Additional information:**

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: TAR Emilia Romagna — Parma

Postal address: Piazzale Santa Fiora 7

Town: Parma

Postal code: 43121

Country: Italy

VI.4.2) **Body responsible for mediation procedures**

VI.4.3) **Review procedure**

VI.4.4) **Service from which information about the review procedure may be obtained**

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

02/12/2019