

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:516828-2019:TEXT:EN:HTML>

**Italy-Parma: Public relations services
2019/S 211-516828**

Contract notice

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.it

Telephone: +39 0521246211

Fax: +39 0521243983

Internet address(es):

Main address: www.prosciuttodiparma.com

I.2) Information about joint procurement

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at: https://www.prosciuttodiparma.com/en_UK/reg-1144-2014

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4) Type of the contracting authority

Other type: Protecting 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 “ImplementingBody” 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 Grana Padano Cheese PDO.
- II.1.5) **Estimated total value**
Value excluding VAT: 5 410 000.00 EUR
- II.1.6) **Information about lots**
This contract is divided into lots: no
- 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**
Price is not the only award criterion and all criteria are stated only in the procurement documents
- II.2.6) **Estimated value**
Value excluding VAT: 5 410 000.00 EUR
- II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**
Duration in months: 36
This contract is subject to renewal: yes
Description of renewals:
Each 12 months
- II.2.10) **Information about variants**
Variants will be accepted: yes
- II.2.11) **Information about options**
Options: no
- II.2.12) **Information about electronic catalogues**
- 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) no.1144/2014
- II.2.14) **Additional information**

Section III: Legal, economic, financial and technical information

III.1) **Conditions for participation**

- III.1.1) **Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**
List and brief description of conditions:
See the tender documents under the following link: https://www.prosciuttodiparma.com/en_UK/reg-1144-2014
- III.1.2) **Economic and financial standing**
Selection criteria as stated in the procurement documents
- III.1.3) **Technical and professional ability**
Selection criteria as stated in the procurement documents
- III.1.5) **Information about reserved contracts**
- III.2) **Conditions related to the contract**
- III.2.1) **Information about a particular profession**
- III.2.2) **Contract performance conditions:**
- III.2.3) **Information about staff responsible for the performance of the contract**
Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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.1.4) **Information about reduction of the number of solutions or tenders during negotiation or dialogue**
- 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**
- IV.2.2) **Time limit for receipt of tenders or requests to participate**
Date: 27/11/2019
Local time: 17:00
- IV.2.3) **Estimated date of dispatch of invitations to tender or to participate to selected candidates**
- IV.2.4) **Languages in which tenders or requests to participate may be submitted:**
English, Italian
- IV.2.6) **Minimum time frame during which the tenderer must maintain the tender**
Duration in months: 12 (from the date stated for receipt of tender)
- IV.2.7) **Conditions for opening of tenders**
Date: 29/11/2019
Local time: 10:30
Place:
Head Office of the Consorzio del Prosciutto di Parma, Largo Calamandrei n. 1/A – CAP 43121 Parma (PR) – Italia

Section VI: Complementary information

- VI.1) **Information about recurrence**

This is a recurrent procurement: no

VI.2) **Information about electronic workflows**

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:**

29/10/2019