

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:539947-2019:TEXT:EN:HTML>

**Italy-Sarno: Processed tomatoes
2019/S 220-539947**

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: Consorzio di Tutela del Pomodoro S. Marzano dell'Agro Sarnese – Nocerinò D.O.P.

Postal address: Via Lanzara 27

Town: Sarno

NUTS code: ITF35

Postal code: 84087

Country: Italy

Contact person: Giuseppe Fabrizio Di Giacomo

E-mail: info@consorziopomodorsanmarzanodop.it

Telephone: +39 3208232072

Internet address(es):

Main address: www.consorziopomodorosanmarzanodop.it

I.2) Information about joint procurement

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at:

www.consorziopomodorosanmarzanodop.it

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: European PDO Consortium

I.5) Main activity

Other activity: Valorization and protection of the Pomodoro S. Marzano dell'agro sarnese-nocerino D.O.P.

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Open Competitive Tender for the Selection of an Implementing Body

Reference number: 874797

II.1.2) Main CPV code

15331134

II.1.3) Type of contract

Services

II.1.4) Short description:

Open competitive tender for the selection of the implementing body of the programme for information and promotion of agricultural products in the third countries named 'San Marzano DOP: Excellence from Europe' – acronym 'EU RED PDO'.

II.1.5) **Estimated total value**

Value excluding VAT: 793 200.00 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: IT

Main site or place of performance:

Italy and the USA.

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

The object of the tender is the implementation of an information and promotion campaign in the United States of America from the start of the contract until its end in 2022, in line with the objectives, methods and expected results of community policy.

The contractor shall implement and manage 6 work packages comprising of the following activities, identifying the best strategic solutions:

- definition of the communication strategy, graphic design and visual identity
 - creation and updates of the website in English and SEO
 - social media management and blogger outreach programme
 - communication tools (photoshoot, below the line communication tools)
 - public relations activities (permanent PR office/press office, organisation of press events)
 - organisation of one-to-one presentations with distributors and prize competitions for consumers; tasting weeks in restaurants; international sector fairs (participation and event sponsorship); discovery tour in Italy.
- For further details consult the technical specifications.

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: 793 200.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: no

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:

874797

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:

Participation in this tender is reserved for economic operators who, on the date of the presentation of the offer, declare that no grounds for exclusion exist in accordance with Directive 2014/24/EU, or else grounds for exclusion that are associated with:

- criminal convictions,
- omitted payment of taxes or social security contributions,
- insolvency, conflict of interest or professional misconduct.

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**

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: 03/12/2019

Local time: 12:00

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:**

Italian, English

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: 05/12/2019

Local time: 10:00

Place:

Napoli, c/o the headquarters of the Partenr Organization ANICAV – Viale della Costituzione – Centro Direzionale Isola F/3 – 80143 Napoli.

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: Tribunal of Nocera Inferiore

Town: Nocera Inferiore

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:

11/11/2019