

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:580310-2022:TEXT:EN:HTML>

**Italy-Vicenza: Public relations services
2022/S 204-580310**

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: Consortium for the Protection of Asiago Cheese

Postal address: Via G. Zampieri, 15

Town: Vicenza

NUTS code: ITH32 Vicenza

Postal code: 36100

Country: Italy

Contact person: Luca Cracco

E-mail: l.cracco@formaggioasiago.it

Internet address(es):

Main address: <https://asiagocheese.it/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://asiagocheese.it/en/magazine/>

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: Consortium

I.5) Main activity

Other activity: The protection, promotion, enhancement, consumer information and general care of the interests related to the product Asiago PDO Cheese.

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Public Notice of Tenders for the selection, by means of an Open Competitive Procedure, of an "Implementing Body"

II.1.2) Main CPV code

79416000 Public relations services

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/costs) directed at the attainment of the

objectives that are provided by the Programme that will be submitted to the European Union, according to Regulation (EU) n. 1144/2014, and which shall be carried out, if approved, in the following Third countries: USA, CANADA, UNITED KINGDOM, using as testimonial product: Asiago PDO Cheese, Speck Alto Adige IGP, Pinot grigio DOC delle Venezie.

II.1.5) **Estimated total value**

Value excluding VAT: 3 241 200.00 EUR

II.1.6) **Information about lots**

This contract is divided into lots: no

II.2) **Description**

II.2.3) **Place of performance**

NUTS code: CA Canada

NUTS code: UK United Kingdom

NUTS code: US United States

Main site or place of performance:

The promotional activities will be carried out in USA, CANADA, UNITED KINGDOM.

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 European quality, the organization of events and tastings at points of sale, press campaigns, and 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://asiagocheese.it/en/magazine/>.

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: 3 241 200.00 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.2.13) **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://asiagocheese.it/en/magazine/>,

- 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.2) **Conditions related to the contract**
- 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.1.8) **Information about the Government Procurement Agreement (GPA)**
The procurement is covered by the Government Procurement Agreement: no
- IV.2) **Administrative information**
- IV.2.2) **Time limit for receipt of tenders or requests to participate**
Date: 23/11/2022
Local time: 15:00
- 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: 18 (from the date stated for receipt of tender)
- IV.2.7) **Conditions for opening of tenders**
Date: 25/11/2022
Local time: 10:00
Place:
DB HOTEL VERONA
Airport and Congress
Via Aeroporto, 20/c - Caselle di Sommacampagna (VR)
Information about authorised persons and opening procedure:
See the tender documents under the following link: <https://asiagocheese.it/en/magazine/>.

Section VI: Complementary information

- VI.1) **Information about recurrence**
This is a recurrent procurement: no
- VI.3) **Additional information:**
- VI.4) **Procedures for review**
- VI.4.1) **Review body**
Official name: Tribunale amministrativo regionale - Veneto
Town: Venezia
Country: Italy
- VI.5) **Date of dispatch of this notice:**
17/10/2022