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**Italy-Napoli: Processed tomatoes
2018/S 231-528054**

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

ANICAV Associazione Nazionale Industriali Conserve Alimentari Vegetali
Viale della Costituzione Isola F3
Napoli
80143
Italy
Contact person: Viviana de Dilectis
Telephone: +39 0817347020
E-mail: v.dedilectis@anicav.it
Fax: +39 0817347126
NUTS code: ITF33

Internet address(es):

Main address: www.anicav.it

I.2) Information about joint procurement

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at:
www.anicav.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: National Sectoral Association

I.5) Main activity

Other activity: Agri-food products promotion/valorization and information to consumers

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: 824822

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 program for the information and promotion of agricultural products in the Third Countries named "Red Gold from Europe — Excellence in EU Preserved Tomatoes" — Acronym "EU Red Gold Asia".

II.1.5) **Estimated total value**

Value excluding VAT: 2 468 100.00 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: 00

Main site or place of performance:

Italy, China, Japan and South Korea

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

The object of the tender is the implementation of an information and promotion campaign in China, Japan and South Korea from the start of the contract until its end in 2021, in line with the objectives, methods and expected results of Community policy.

The Contractor shall implement and manage the following activities, identifying the best strategic solutions:

- definition of the communication strategy, graphic design and visual identity,
- creation and updates of the website,
- communication tools (video, photoshoot, leaflets),
- public relations activities (PR office / press office, organisation of press events),
- digital activity and social media (social media network),
- advertising (TV, press, social media, InStore),
- organisation and management of POS Promotion,
- international sector fairs (participation and event sponsorship),
- promotional weeks in restaurants,
- organisation and management of press tour.

For further details see 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: 2 468 100.00 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:

Proposal ID: 824822

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,
- 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: 19/12/2018

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:

English, Italian

IV.2.6) **Minimum time frame during which the tenderer must maintain the tender**

IV.2.7) **Conditions for opening of tenders**

Date: 20/12/2018

Local time: 16:00

Place:

Napoli, Italy

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**

Tribunale di Napoli

Napoli

80143

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:**

27/11/2018