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**Italy-Napoli: Public relations services
2022/S 233-668058**

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses

Official name: ANICAV Associazione Nazionale Industriali Conserve Alimentari Vegetali

Postal address: Viale della Costituzione Isola F3

Town: Napoli

NUTS code: ITF33 Napoli

Postal code: 80143

Country: Italy

Contact person: Viviana de Dilectis

E-mail: v.dedilectis@anicav.it

Telephone: +39 0817347020

Fax: +39 0817347126

Internet address(es):

Main address: www.anicav.it

I.3) Communication

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

I.5) Main activity

Other activity: Representation, development, promotion and support for the internationalization of its associated companies.

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:

Open competitive tender for the selection 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:

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 "Red Gold from Europe. Excellence in EU Preserved Tomatoes" – Acronimo "EU RED GOLD ASIA" – in China and Japan.

II.1.5) **Estimated total value**

Value excluding VAT: 1 811 885.25 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: CN China

NUTS code: IT Italia

NUTS code: JP Japan

Main site or place of performance:

The service will be carried out mainly in the headquarters of the Contractor and the territories indicated in the Programme for promotion (China and Japan), in accordance with the operational modaliti

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

The object of the tender is the implementation of a triennial information and promotion campaign in China and Japan, from the start of the contract until its end, 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:

Permanent public relations/press office activities and organisation of press events

Integration of the website, creation / updating of contents, maintenance and SEO strategy

Social media management

Advertising (print, TV, digital, social media)

Communication tools and materials (photoshoot and below the line communication tools)

Participation in international trade fairs

Workshops with opinion leaders, professionals and experts

Promotion in restaurants

Educational tour

Chef contests

P.O.S. Promotions and giveaways for consumers

Integration / adaptation of the communication strategy / concept and key-visual

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: 1 811 885.25 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:

ID N. 101094944 – Call for proposals AGRIP-SIMPLE 2022 – Decision of the European Commission N. C (2022) 7918 dated 09/11/2022

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 that, on the date of the presentation of the offer, declare that no grounds for exclusion exist in accordance with Directive 2014/24/EU, or other 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

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: 16/12/2022

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**

Duration in months: 12 (from the date stated for receipt of tender)

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

Date: 21/12/2022

Local time: 09:00

Place:

ANICAV – Viale della Costituzione – Centro Direzionale Isola F/3 5° Piano – 80143 Napoli

Information about authorised persons and opening procedure:

The legal representative of the company or their delegate.

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: Tribunal of Naples
Town: Naples
Postal code: 80143
Country: Italy
- VI.5) **Date of dispatch of this notice:**
28/11/2022