

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:57093-2018:TEXT:EN:HTML>

**Italy-Trento: Public relations services  
2018/S 026-057093**

**Contract award notice**

**Results of the procurement procedure**

**Services**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Assomela Società cooperativa  
02050820220  
Via Brennero, 322  
Trento  
38121  
Italy

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NUTS code: ITH2

**Internet address(es):**

Main address: [www.assomela.it](http://www.assomela.it)

**I.2) Joint procurement**

**I.4) Type of the contracting authority**

Other type: Association of producers — Cooperative Company

**I.5) Main activity**

Other activity: General care of the interests of the Italian producers of Apples

**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 no. 1  
"ImplementingBody"

**II.1.2) Main CPV code**

79416000

**II.1.3) Type of contract**

Services

**II.1.4) Short description:**

Public Notice of Tenders for the selection, by means of an open competitive procedure, of no. 1 "Implementing body" engaged for the realisation of the actions (activities/initiatives) aimed at the attainment of the objectives

that are provided by the programme, which will be presented and which is to be carried out in the following countries of the Internal market: Italy and Spain, using the Apple as the testimonial product (as produced by the members of Assomela.

II.1.6) **Information about lots**

This contract is divided into lots: no

II.1.7) **Total value of the procurement (excluding VAT)**

Value excluding VAT: 408 000.00 EUR

II.2) **Description**

II.2.1) **Title:**

II.2.2) **Additional CPV code(s)**

II.2.3) **Place of performance**

NUTS code: ITH20

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:

— [www.assomela.it/bandi/assomela\\_001\\_2017\\_progettomercatointerno\\_en.html](http://www.assomela.it/bandi/assomela_001_2017_progettomercatointerno_en.html)

II.2.5) **Award criteria**

Quality criterion - Name: 1. OVERALL STRATEGY / Weighting: 0-1

Quality criterion - Name: 2. CONCEPTION AND DEVELOPMENT GRAPHIC COMMUNICATION FORMAT / Weighting: 0-1

Quality criterion - Name: 3. METHODOLOGICAL APPROACH / Weighting: 0-1

Cost criterion - Name: 1. FINANCIAL ANALYSIS / Weighting: 0-1

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: Reg. (EU) n.1144/2014

II.2.14) **Additional information**

**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.1.6) **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**

Notice number in the OJ S: [2017/S 245-512307](http://ted.europa.eu/TED)

IV.2.8) **Information about termination of dynamic purchasing system**

IV.2.9) **Information about termination of call for competition in the form of a prior information notice**

**Section V: Award of contract**

**Title:**

Public Notice of Tenders for the Selection, by means of an Open Competitive Procedure, of no. 1  
"ImplementingBody"

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

02/02/2018

V.2.2) **Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 1

The contract has been awarded to a group of economic operators: no

V.2.3) **Name and address of the contractor**

Société pour L'Expansion des Ventes des Produits agricoles et alimentaires (SOPEXA)

Parigi

France

NUTS code: FR101

The contractor is an SME: yes

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 408 000.00 EUR

Total value of the contract/lot: 408 000.00 EUR

V.2.5) **Information about subcontracting**

**Section VI: Complementary information**

VI.3) **Additional information:**

VI.4) **Procedures for review**

VI.4.1) **Review body**

TAR Trento

Via Calepina, 50

Trento

38122

Italy

Telephone: +39 0461262828

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:**

02/02/2018