794697-2026 - Competition

Italy – Public relations services – TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE IMPLEMENTING BODY FOR THE MULTIPLE PROGRAMME FOR THE INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD-COUNTRY MARKETS: BRAZIL – COLOMBIA – MEXICO
OJ S 222/2026 16/11/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: CONSORZIO TUTELA VINI D'ABRUZZO
Email: segreteria@vinidabruzzo.it
Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority
Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE IMPLEMENTING BODY FOR THE MULTIPLE PROGRAMME FOR THE INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD-COUNTRY MARKETS: BRAZIL – COLOMBIA – MEXICO
Description: The activities and initiatives (Work Packages – WP) that are to form part of the promotional programme, taking into account the achievement of the objectives, the target groups and the approaches defined above, are: WP 2 – PUBLIC RELATIONS (WP 2.1 – PR Press Office; WP 2.2 Collaboration with Influencers), WP 3 – WEBSITE, SOCIAL MEDIA (WP 3.1 Website; WP 3.2 Social Media), WP 4 – ADVERTISING (WP 4.1 Print Advertising; WP 4.2 Online Advertising), WP 5 – COMMUNICATION TOOLS (WP 5.1 – Communication tools and promotional items; WP 5.2 – Videos), WP 6 – EVENTS (WP 6.1 Participation in Trade Fairs; WP 6.2 – B2B Events: Masterclasses; WP 6.3 – B2B Events: Walk-around tasting (WAT); WP 6.4 – Study Trip; WP 6.5 – Promotional Dinner).
Procedure identifier: f83a244a-06f5-4ff0-92de-9bed890cd5d4
Type of procedure: Open
The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79416000 Public relations services

2.1.2. Place of performance

Country subdivision (NUTS): Chieti (ITF14)
Country: Italy
Additional information: The headquarters of the lead consortium is located in Ortona (CH). Project activities must be carried out in the target countries: Brasil, Mexico, Colombia.

2.1.3. Value

Estimated value excluding VAT: 2 231 314,00 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, European Single Procurement Document Request

5. Lot

5.1. Lot: LOT-0001

Title: TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE IMPLEMENTING BODY FOR THE MULTIPLE PROGRAMME FOR THE INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS IN THIRD-COUNTRY MARKETS: BRAZIL – COLOMBIA – MEXICO

Description: The activities and initiatives (Work Packages – WP) that are to form part of the promotional programme, taking into account the achievement of the objectives, the target groups and the approaches set out in the technical specifications (which can be downloaded from the Lead Consorzio's website), are: WP 2 – PUBLIC RELATIONS (WP 2.1 – PR Press Office; WP 2.2 Collaboration with Influencers), WP 3 – WEBSITE, SOCIAL MEDIA (WP 3.1 Website; WP 3.2 Social Media), WP 4 – ADVERTISING (WP 4.1 Print Advertising; WP 4.2 Online Advertising), WP 5 – COMMUNICATION TOOLS (WP 5.1 – Communication tools and promotional items; WP 5.2 – Videos), WP 6 – EVENTS (WP 6.1 Participation in Trade Fairs; WP 6.2 – B2B Events: Masterclasses; WP 6.3 – B2B Events: Walk-around tasting (WAT); WP 6.4 – Study Trip; WP 6.5 – Promotional Dinner). The aim is to expand the presence of the wines in the Brazilian, Mexican and Colombian markets. Main target groups: Industry professionals – B2B sector; Media, journalists and opinion leaders; Consumers (B2C).

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79416000 Public relations services
Additional classification (cpv): 79421100 Project-supervision services other than for construction work

5.1.2. Place of performance

Country subdivision (NUTS): Chieti (ITF14)
Country: Italy
Additional information: The headquarters of the lead consortium is located in Ortona (CH). Project activities must be carried out in the target countries: Brasil, Colombia, Mexico.

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 2 231 314,00 EUR

5.1.6. General information

Reserved participation:
Participation is not reserved.
Procurement Project fully or partially financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes
Additional information: This call for tenders has been drawn up in accordance with the essential regulatory framework and, for the purposes of implementing the Programme and this procedure, comprises: Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information and promotion measures for agricultural products carried out in the internal market and in third countries, and repealing Council Regulation (EC) No 3/2008; Regulation (EU) 2015/1829 – Delegated Regulation, Article 2(1) and (2); Regulation (EU) 2015/1831 – Implementing Regulation: Articles 2, 9 and 10(3) and (4), 11 and 18; European Commission Note DDG1.B5/MJ/DB D(2016)321077 of 7 July 2016 – Guidelines on the tender procedure; Decree of the Director-General of the Ministry of Agriculture, Food Sovereignty and Forestry – Department of Food Sovereignty and Horse Racing (DG Agebil) – No. 0629571 of 21 November 2025 – 'Guidelines for the selection of the implementing body – Call 2025'; Communication from the European Commission (2006/C) 179/02, paragraph 2.1.2; Call for proposals for MULTI programmes 2026 – AGRIP – MULTI – 2026.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:
Type: Quality
Description: 1. Quality of the technical proposal – overall strategy (max 10/100 punti); 2. Quality of the technical proposal – project activities (max 30/100 punti); 3. Quality of the technical proposal – methodological approach (max 45/100 punti).
Criterion:
Type: Price
Description: Financial Proposal (Max 15 punti)
Description of the method to be used if weighting cannot be expressed by criteria: Please refer to the 'Technical Specifications', which can be downloaded from the Consorzio's website, for the methodology used to weight the award criteria

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Italian
Languages in which the procurement documents (or their parts) are unofficially available: English
Deadline for requesting additional information: 14/12/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time
Address of the procurement documents: https://www.vinidabruzzo.it/journal/

5.1.12. Terms of procurement

Terms of submission:
Electronic submission: Not allowed
Justification for why electronic submission is not possible: Buyer would need specialised office equipment
Description: The procedures for submitting tenders are set out in detail in the technical specifications (which can be downloaded from the Lead Consorzio website).
Languages in which tenders or requests to participate may be submitted: Italian, English
Electronic catalogue: Not allowed
Variants: Not allowed
Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 18/12/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time
Duration during which the tender must remain valid: 18 Months
Information about public opening:
Opening date: 22/12/2026 10:30:00 (UTC+01:00) Central European Time, Western European Summer Time
Place: The evaluation committee meetings will take place, as described below, in public session for the opening of the administrative documentation, in private session for the opening and evaluation of the technical offer, and in public session for the opening of the financial offer. The legal representatives of the bidders or persons with power of attorney may participate in the public sessions.
Additional information: The committee may meet: in person at the headquarters of the lead consortium in Ortona (CH); remotely using a videoconferencing platform.
Terms of contract:
The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known
Electronic invoicing: Allowed
Electronic ordering will be used: no
Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:
No framework agreement
Information about the dynamic purchasing system:
No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: TRIBUNALE DI CHIETI
Review organisation: TRIBUNALE DI CHIETI
Information about review deadlines: For the resolution of any disputes that may arise in the performance of the service, which cannot be settled quickly by the contracting parties, the competent court shall be that of Chieti in the forms and manner provided for by law.
Organisation providing additional information about the procurement procedure: CONSORZIO TUTELA VINI D'ABRUZZO

8. Organisations

8.1. ORG-0001

Official name: CONSORZIO TUTELA VINI D'ABRUZZO
Registration number: 02676390210
Town: CORSO MATTEOTTI PALAZZO CORVO
Postcode: 66027
Country subdivision (NUTS): Chieti (ITF14)
Country: Italy
Contact point: Alessandro Nicodemi
Email: segreteria@vinidabruzzo.it
Telephone: +390859059679
Roles of this organisation:
Buyer
Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: TRIBUNALE DI CHIETI
Registration number: 00000000000
Town: Piazza S. Giustino, 1
Postcode: 66100
Country subdivision (NUTS): Chieti (ITF14)
Country: Italy
Email: tribunale.chieti@giustizia.it
Telephone: +3908713531
Roles of this organisation:
Review organisation
Mediation organisation

8.1. ORG-0000

Official name: Publications Office of the European Union
Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: https://op.europa.eu
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: e5bd6c1b-030c-4e4c-a387-d297c6bc55da - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 13/11/2026 09:36:25 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: Italian, English
Notice publication number: 794697-2026
OJ S issue number: 222/2026
Publication date: 16/11/2026