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**Italy-Terlano: Public relations services  
2022/S 012-026891**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: Consorzio Mela Alto Adige/Südtiroler Apfelkonsortium

Postal address: via Jakobi 1/A

Town: Terlano (BZ)

NUTS code: ITH10 Bolzano-Bozen

Postal code: 39018

Country: Italy

Contact person: Anna Oberkofler

E-mail: [anna.oberkofler@suedtirolerapfel.com](mailto:anna.oberkofler@suedtirolerapfel.com)

**Internet address(es):**

Main address: <https://www.southtyroleanapple.com/en/info/download.html>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.southtyroleanapple.com/en/info/download.html>

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 "Mela Alto Adige PGI"

**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 and which shall be carried out, if approved, in the following European countries: ITALY, GERMANY AND SPAIN, using as testimonial product: Apple.

II.1.5) **Estimated total value**

Value excluding VAT: 1 852 322.00 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: DE Deutschland

NUTS code: ES España

NUTS code: IT Italia

Main site or place of performance:

The promotional activities will be carried out in ITALY, GERMANY and SPAIN.

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://www.southtyroleanapple.com/en/info/download.html>.

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: 1 852 322.00 EUR

II.2.7) **Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Each 12 months.

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://www.southtyroleanapple.com/en/info/download.html>.

- 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: 21/02/2022  
Local time: 16:00
- 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:**  
Italian, English
- 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: 23/02/2022  
Local time: 13:30  
Place:  
Head office of the Consorzio Mela Alto Adige/Südtiroler Apfelkonsortium  
via Jakobi 1/a - 39018 Terlano (BZ) ITALIA  
Information about authorised persons and opening procedure:  
See the tender documents under the following link: <https://www.southtyroleanapple.com/en/info/download.html>.

#### **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: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano  
Town: Bolzano  
Country: Italy
- VI.5) **Date of dispatch of this notice:**  
13/01/2022