

Italy – Public relations services – PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: ITALY AND SPAIN

OJ S 183/2025 24/09/2025

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Consorzio Mela Alto Adige/Südtiroler Apfelkonsortium

Email: silvia.pichler@suedtirolerapfel.com

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: PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: ITALY AND SPAIN

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, according to Regulation (EU) n. 1144 /2014 – Call for Proposal AGRIP-SIMPLE 2026 and which shall be carried out, if approved, in the following countries: ITALY and SPAIN, using as testimonial product the APPLE.

Procedure identifier: c9d3d29d-4d6f-4c84-ab81-4d44cf4fd67b

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: Italy

Anywhere in the given country

2.1.2. Place of performance

Country: Spain

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 3 254 840,00 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

5. Lot

5.1. Lot: LOT-0001

Title: PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN "IMPLEMENTING BODY"– TARGET MARKET: ITALY AND SPAIN

Description: The activities to be carried out are related to a Programme to be submitted soon to the European Union and concern (non-exhaustive list): PR, information and promotion of European agricultural products aimed to increasing the consumption of fruit and vegetables and improving the diet and lifestyle of European consumers, organisation of events, sponsorships and tastings, press campaign and elaboration of information and promotional material, educational and information activities, realisation of website. For a detailed description and participation requirements see the tender documents the following link: <https://www.southtyroleanapple.com/en/info/download.html>

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

5.1.2. Place of performance

Country: Italy

Anywhere in the given country

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 3 254 840,00 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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Italian, English

Address of the procurement documents: <https://www.southtyroleanapple.com/en/info/download.html>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Not allowed

Justification for why electronic submission is not possible:

Tools, devices, or file formats not generally available

Description: See tender documents at the following link: <https://www.southtyroleapple.com/en/info/download.html>

Languages in which tenders or requests to participate may be submitted: Italian, English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 28/10/2025 12:00:00 (UTC+1) Central European Time, Western European Summer Time

Deadline until which the tender must remain valid: 18 Months

Information about public opening:

Opening date: 29/10/2025 09:00:00 (UTC+1) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

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

Electronic auction: no

5.1.16. Further information, mediation and review

Mediation organisation: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano

Review organisation: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano

Organisation providing more information on the review procedures: Consorzio Mela Alto Adige /Südtiroler Apfelkonsortium

8. Organisations

8.1. ORG-0001

Official name: Consorzio Mela Alto Adige/Südtiroler Apfelkonsortium

Registration number: IT 02241830211

Postal address: Via Jakobi 1/A

Town: Terlano

Postcode: 39018

Country subdivision (NUTS): Bolzano-Bozen (ITH10)

Country: Italy

Contact point: Silvia Pichler

Email: silvia.pichler@suedtirolerapfel.com

Telephone: +39 0471054067

Buyer profile: www.melaaltoadige.com

Roles of this organisation:

Buyer
Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano
Registration number: 000000000000
Postal address: Via Claudia de' Medici 8
Town: Bolzano
Postcode: 39100
Country subdivision (NUTS): Bolzano-Bozen (ITH10)
Country: Italy
Contact point: TAR Tribunale Regionale di Giustizia Amministrativa - Sezione autonoma per la Provincia di Bolzano
Email: trga.vg.bz@giustizia-amministrativa.it
Telephone: +39 0471319000

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: dadec550-ff41-41ce-9f2e-184b3105e28e - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 23/09/2025 10:42:09 (UTC)
Languages in which this notice is officially available: Italian, English
Notice publication number: 624848-2025
OJ S issue number: 183/2025
Publication date: 24/09/2025