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**Italy-Parma: Public relations services  
2022/S 010-019926**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: Consorzio del Formaggio Parmigiano-Reggiano

Postal address: Via J.F. Kennedy, 18

Town: PARMA

NUTS code: ITH52 Parma

Postal code: 42124

Country: Italy

Contact person: ILARIA GRECO

E-mail: [ilaria.greco@parmigianoreggiano.it](mailto:ilaria.greco@parmigianoreggiano.it)

**Internet address(es):**

Main address: <https://www.parmigianoreggiano.com/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.parmigianoreggiano.com/it/consorzio-bandi-gare-progettoue22>

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 cheese "Parmigiano-Reggiano PDO"

**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title:**

Public Notice of Tender 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) directed at the attainment of the objectives

that are provided by the Programme to be submitted to the European Union on the basis of EU Regulation no. 1144/2014 and which shall be carried out, if approved, in the UNITED KINGDOM, using as testimonial the Parmigiano-Reggiano PDO cheese.

II.1.5) **Estimated total value**

Value excluding VAT: 3 649 000.00 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: UK United Kingdom

Main site or place of performance:

The promotional activities will be carried out in the UNITED KINGDOM.

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

The activities to be carried out within the project concern (non-exhaustive list): PR, information and promotion activities for agricultural products of European quality, also through the web and social media; organisation of events, seminars, incoming, activities in restaurants, elaboration of information and promotional material.

For detailed description and requirements to participate in the call for tender see the tender documents at the following link: <https://www.parmigianoreggiano.com/it/consorzio-bandi-gare-progettoue22>.

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: 3 649 000.00 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.parmigianoreggiano.com/it/consorzio-bandi-gare-progettoue22>.

- 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: 11/02/2022  
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:**  
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: 15/02/2022  
Local time: 10:30  
Place:  
Head office of the Consorzio del Formaggio Parmigiano-Reggiano:  
Via J.F. Kennedy, 18  
CAP 42124 - Reggio Emilia (RE)  
Italia  
Information about authorised persons and opening procedure:  
See the tender documents under the following link: <https://www.parmigianoreggiano.com/it/consorzio-bandi-gare-progettoue22>.

#### **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 Emilia Romagna - sezione di Parma  
Town: Parma  
Postal code: 43121  
Country: Italy

VI.5) **Date of dispatch of this notice:**  
11/01/2022