

**Italy – Public relations services – PUBLIC NOTICE OF TENDER FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: AUSTRALIA**

**OJ S 227/2024 21/11/2024**

**Contract or concession notice – standard regime**

**Services**

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1. Buyer

**1.1. Buyer**

Official name: CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO

Email: [chiara.laposta@parmigianoreggiano.it](mailto:chiara.laposta@parmigianoreggiano.it)

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

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2. Procedure

**2.1. Procedure**

Title: PUBLIC NOTICE OF TENDER FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: AUSTRALIA

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 2025 and which shall be carried out, if approved, in the following Third country: AUSTRALIA, using as testimonial product Parmigiano Reggiano PDO Cheese.

Procedure identifier: 7968832e-98ca-4480-a9e1-e1a66a3de0fc

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): Reggio nell’Emilia (ITH53)

Country: Italy

**2.1.3. Value**

Estimated value excluding VAT: 2 793 000,00 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

**5.1. Lot: LOT-0001**

Title: PUBLIC NOTICE OF TENDER FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: AUSTRALIA

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 activities about European quality agricultural products, organisation of events, sponsorships and tastings, press campaign and elaboration of information and promotional material, participation in Fairs and educational and information activities, realisation of website. For a detailed description and participation requirements see the tender documents under the following link: <https://www.parmigianoreggiano.com/it/consorzio-bandi-gare-progettoue25>  
Internal identifier: Parmigiano Reggiano DOP

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

**5.1.2. Place of performance**

Country subdivision (NUTS): Reggio nell'Emilia (ITH53)

Country: Italy

Additional information: The selection activities will take place at the headquarter of the Contracting Authority located in Reggio Emilia (RE). Project activities will be carried out in the Target Country: Australia.

**5.1.3. Estimated duration**

Duration: 36 Months

**5.1.5. Value**

Estimated value excluding VAT: 2 793 000,00 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**

Address of the procurement documents: <https://www.parmigianoreggiano.com/it/consorzio-bandi-gare-progettoue25>

**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: The Call for Tender is addressed not only to Italian, but also European and non-EU entities (considering that the Programme - if approved - will be carried out in Australia),

therefore it is not possible to request everyone to send the documentation via PEC (certified electronic mail, in use in Italy) and, in order to guarantee the principle of transparency of the procedures and non-discrimination, the Consortium has decided to request all participants in the Call for Tender to send the documentation in paper format, as indicated in the technical documentation of the tender.

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 08/01/2025 17:00:00 (UTC+1)

Deadline until which the tender must remain valid: 18 Months

Information about public opening:

Opening date: 09/01/2025 10:00:00 (UTC+1)

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

Information about review deadlines: Any dispute that may arise regarding the interpretation, execution, validity or effectiveness of the contract to be subsequently stipulated shall fall under the exclusive jurisdiction of the Court of Reggio Emilia

#### **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 REGGIO EMILIA

Review organisation: TRIBUNALE DI REGGIO EMILIA

Organisation providing additional information about the procurement procedure: CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO

Organisation receiving requests to participate: CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO

TED eSender: Publications Office of the European Union

## 8. Organisations

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### **8.1. ORG-0001**

Official name: CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO

Registration number: 00621790351

Postal address: Via J.F. Kennedy, 18

Town: REGGIO EMILIA

Postcode: 42124

Country subdivision (NUTS): Reggio nell'Emilia (ITH53)

Country: Italy

Contact point: Chiara La Posta

Email: [chiara.laposta@parmigianoreggiano.it](mailto:chiara.laposta@parmigianoreggiano.it)

Telephone: +390522307741

Internet address: <https://www.parmigianoreggiano.com/it/>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

**8.1. ORG-0002**

Official name: TRIBUNALE DI REGGIO EMILIA

Registration number: 00000000000

Postal address: Via Avvenire Paterlini, 1

Town: REGGIO EMILIA

Postcode: 42124

Country subdivision (NUTS): Reggio nell'Emilia (ITH53)

Country: Italy

Email: [tribunale.reggioemilia@giustizia.it](mailto:tribunale.reggioemilia@giustizia.it)

Telephone: +390522510611

**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](mailto:ted@publications.europa.eu)

Telephone: +352 29291

Internet address: <https://op.europa.eu>

**Roles of this organisation:**

TED eSender

**11. Notice information**

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**11.1. Notice information**

Notice identifier/version: 3483e90b-990b-4e46-8b9f-fe4eccf41fe1 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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Languages in which this notice is officially available: Italian, English

**11.2. Publication information**

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