

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 10/2025 15/01/2025

Contract or concession award 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

Previous notice: 712171-2024

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

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5. Lot

## **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**

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

### **5.1.10. Award criteria**

Criterion:

Type: Quality

Description: Sources of selection criteria: Procurement document

Description of the method to be used if weighting cannot be expressed by criteria: Sources of selection criteria: Procurement document

### **5.1.12. Terms of procurement**

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

Electronic auction: no

### **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  
TED eSender: Publications Office of the European Union

## 6. Results

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Value of all contracts awarded in this notice: 2 793 000,00 EUR

### 6.1. Result lot Identifier: LOT-0001

Winner selection status: At least one winner was chosen.

#### 6.1.2. Information about winners

**Winner:**

Official name: HOPSCOTCH NETWORK SAS

**Tender:**

Tender identifier: HOPSCOTCH NETWORK SAS

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 793 000,00 EUR

Concession value:

Subcontracting: No

Contract information:

Identifier of the contract: 712171-2024

Date of the conclusion of the contract: 10/01/2025

#### 6.1.4. Statistical information:

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

## 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

### 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-0003

Official name: HOPSCOTCH NETWORK SAS  
Registration number: FR33775670110  
Town: Parigi - 25 rue Notre-Dame des Victories  
Postcode: 75002  
Country subdivision (NUTS): Paris (FR101)  
Country: France  
**Roles of this organisation:**  
Tenderer  
**Winner of these lots:** LOT-0001

#### 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: 52d0e40b-74ff-4812-adff-0e6ed5211d4b - 01  
Form type: Result  
Notice type: Contract or concession award notice – standard regime  
Notice subtype: 29  
Notice dispatch date: 13/01/2025 16:00:32 (UTC)  
Languages in which this notice is officially available: Italian, English

### 11.2. Publication information

Notice publication number: 27089-2025  
OJ S issue number: 10/2025  
Publication date: 15/01/2025

