

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:24216-2019:TEXT:EN:HTML>

**Italy-Napoli: Processed tomatoes  
2019/S 012-024216**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

ANICAV Associazione Nazionale Industriali Conserve Alimentari Vegetali  
Viale della Costituzione Isola F3  
Napoli  
80143  
Italy  
Contact person: Viviana de Dilectis  
Telephone: +39 0817347020  
E-mail: [v.dedilectis@anicav.it](mailto:v.dedilectis@anicav.it)  
Fax: +39 0817347126  
NUTS code: ITF33

**Internet address(es):**

Main address: [www.anicav.it](http://www.anicav.it)

**I.2) Information about joint procurement**

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at:  
[www.anicav.it](http://www.anicav.it)

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: National Sectoral Association

**I.5) Main activity**

Other activity: Agri-food products promotion/valorization and information to consumers

**Section II: Object**

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

**II.1.1) Title:**

Open Competitive Tender for the Selection of an Implementing Body

Reference number: 824808

**II.1.2) Main CPV code**

15331134

**II.1.3) Type of contract**

Services

II.1.4) **Short description:**

Open competitive tender for the selection of the implementing body of the programme for information and promotion of agricultural products in the third countries named "Red Gold from Europe — Excellence in EU preserved tomatoes in the USA" — Acronym "EU Red Gold USA".

II.1.5) **Estimated total value**

Value excluding VAT: 1 970 409.84 EUR

II.1.6) **Information about lots**

This contract is divided into lots: no

II.2) **Description**

II.2.1) **Title:**

II.2.2) **Additional CPV code(s)**

II.2.3) **Place of performance**

NUTS code: 00

Main site or place of performance:

Italy and USA.

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

The object of the tender is the implementation of an information and promotion campaign in the United States of America from the start of the contract until its end in 2021, in line with the objectives, methods and expected results of community policy.

The Contractor shall implement and manage the following activities, identifying the best strategic solutions:

- definition of the communication strategy, graphic design and visual identity,
- creation and updates of the website and SEO,
- digital activity and social media (social media management — Apps for smartphones and tablets — content marketing),
- communication tools (video, photoshoot, below the line communication tools),
- public relations activities (permanent PR office/press office, organisation of participation in radio and TV programmes, product placement through food bloggers/journalists/writers, organisation of press events),
- advertising (press and social media),
- organisation and management of restaurant weeks,
- international sector fairs (participation and event sponsorship),
- event sponsorship,
- organisation and management of press tour.

For further details see technical specifications.

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: 1 970 409.84 EUR

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

Duration in months: 36

This contract is subject to renewal: no

II.2.10) **Information about variants**

Variants will be accepted: yes

II.2.11) **Information about options**

Options: no

II.2.12) **Information about electronic catalogues**

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:

Proposal ID: 824808

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:

Participation in this tender is reserved for economic operators who, on the date of the presentation of the offer, declare that no grounds for exclusion exist in accordance with Directive 2014/24/EU, or else grounds for exclusion that are associated with:

- criminal conditions,
- payment of taxes or social security contributions,
- insolvency, conflict of interest or professional misconduct.

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.1.5) **Information about reserved contracts**

III.2) **Conditions related to the contract**

III.2.1) **Information about a particular profession**

III.2.2) **Contract performance conditions:**

III.2.3) **Information about staff responsible for the performance of 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.1.4) **Information about reduction of the number of solutions or tenders during negotiation or dialogue**

IV.1.6) **Information about electronic auction**

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.2.1) **Previous publication concerning this procedure**

IV.2.2) **Time limit for receipt of tenders or requests to participate**

Date: 02/02/2019

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:**  
English, Italian
- IV.2.6) **Minimum time frame during which the tenderer must maintain the tender**
- IV.2.7) **Conditions for opening of tenders**  
Date: 04/02/2019  
Local time: 09:00  
Place:  
Napoli, Italy.

**Section VI: Complementary information**

- VI.1) **Information about recurrence**  
This is a recurrent procurement: no
- VI.2) **Information about electronic workflows**
- VI.3) **Additional information:**
- VI.4) **Procedures for review**
- VI.4.1) **Review body**  
Tribunale di Napoli  
Napoli  
80143  
Italy
- VI.4.2) **Body responsible for mediation procedures**
- VI.4.3) **Review procedure**
- VI.4.4) **Service from which information about the review procedure may be obtained**
- VI.5) **Date of dispatch of this notice:**  
15/01/2019