



CALL FOR TENDER

The proposing organisations **INTERFEL** (Interbranch organisation for fresh fruit and vegetables, located in France), **FRESHFEL** (European Fresh produce Association, located in Belgium) and **D.O.P. KAKI RIBERA DEL XÚQUER** (European Protected Designation of Origin, sole European regime covering kakis, located in Spain) are looking for a 3-year period

- One or more consultancies in order to conceive and decline **the graphic elements** for the programmes (in North and South America and in Middle East) – **LOT 1**
Indicative budget for the 3-year programme: **180 000€ (including consultancy fees and excluding VAT)**
- One or more consultancies in order to **design, construct and install stands** at trade shows in **Brazil (Fruit Attraction SP), United States (Global Fresh Produce) and Dubai (Gulfood)** – **LOT 2**
Indicative budget for the 3-year programmes: **880 500€ (including consultancy fees and excluding VAT)**
- One or more consultancies in order to **propose and implement media and/or non-media activities** in 2 North American countries: **Canada and the United States** and in 2 South American countries: **Brazil and Mexico** – **LOT 3**
Indicative budget for the 3-year programmes: **3 275 000€ (including consultancy fees and excluding VAT)**
- One or more consultancies in order to **propose and implement media and/or non-media activities** in 5 Middle Eastern countries: **United Arab Emirates, Saudi Arabia, Bahrain, Qatar and Kuwait** – **LOT 4**
Indicative budget for the 3-year programmes: **2 340 000€ (including consultancy fees and excluding VAT)**
- One or more **consultancies specialized in evaluation** in order to assess the ex-post impact of the actions within the campaigns in North and South America and Middle East – **LOT 5**
Indicative budget for the 3-year programmes: **289 000€ (including consultancy fees and excluding VAT)**

Candidates can apply for one or more lots numbered from 1 to 4 and may be awarded one or more lots. Only independent evaluation firms not involved in the implementation of the programs can submit their candidacy for lot 5.

In order to select the tender offering best value for money under the best possible conditions, the proposing organisations agreed with a **procurement implemented in one round which would be released on TED** (online version of the 'Supplement of the Official Journal' of the EU), on the **DEMATIS platform** (<https://interfel.e-marchepublics.com>), and on the websites of proposing organizations.



The tenderers will provide within the deadline the consultation file proving that they meet the technical, administrative and financial requirements, as well as their offer by **March 15th 2024 at 5pm CET on the DEMATIS platform.**

Electronically: <https://interfel.e-marchepublics.com>

The files which would be delivered after the closing date and hour will not be considered. **Please submit your proposal well in advance, as even a minute of delay will result in exclusion from the tender procedure.**

For any additional information regarding the contract, the tenderers may contact no later than 6 days before the submission deadline only by e-mail.

The answers of the proposing organizations will be centralized, anonymized and transmitted to all agencies who have requested the consultation file.

Technical and administrative information:

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