

Romania – Public relations services – PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: SOUTH KOREA, SINGAPORE AND SWITZERLAND

OJ S 220/2025 14/11/2025

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: BIO CATINA COOPERATIVA AGRICOLA

Email: office@biocatina.com

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

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN “IMPLEMENTING BODY”– TARGET MARKET: SOUTH KOREA, SINGAPORE AND SWITZERLAND

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 submitted to the European Union, according to Regulation (EU) n. 1144 /2014 – Call for Proposal AGRIP-MULTI 2025 and which shall be carried out in the following countries: SOUTH KOREA, SINGAPORE AND SWITZERLAND using as testimonial products European Organic Sea buckthorn products.

Procedure identifier: 31257ed9-7f6d-48cc-bac4-8ae441956b12

Internal identifier: Achizitie IB 2025

Type of procedure: Open

Main features of the procedure: The procedure is an open tender for the selection of an implementing body responsible for carrying out information and promotion activities co-financed by the European Union under Regulation (EU) No 1144/2014 and Commission Implementing Regulation (EU) 2015/1831. The contracting organisation acts as the beneficiary of the programme. The procedure will be conducted in accordance with the principles of transparency, equal treatment, and non-discrimination. Participation is open to all economic operators meeting the eligibility and selection criteria set out in the tender documents. The contract will be awarded to the most economically advantageous tender based on the best price-quality ratio

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79413000 Marketing management consultancy services

2.1.2. Place of performance

Country: South Korea

Anywhere in the given country

Additional information: This call for tenders is launched in the framework of an information and promotion programme co-financed by the European Union under Regulation (EU) No 1144 /2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries. The purpose of this procedure is to select an implementing body responsible for carrying out the communication, promotion and public relations activities foreseen in the programme proposal. The contracting organisation acts as the beneficiary of the programme. The European Commission is not a party to this procedure

2.1.2. Place of performance

Country: Singapore

Anywhere in the given country

Additional information: This call for tenders is launched in the framework of an information and promotion programme co-financed by the European Union under Regulation (EU) No 1144 /2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries. The purpose of this procedure is to select an implementing body responsible for carrying out the communication, promotion and public relations activities foreseen in the programme proposal. The contracting organisation acts as the beneficiary of the programme. The European Commission is not a party to this procedure

2.1.2. Place of performance

Country: Switzerland

Anywhere in the given country

Additional information: This call for tenders is launched in the framework of an information and promotion programme co-financed by the European Union under Regulation (EU) No 1144 /2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries. The purpose of this procedure is to select an implementing body responsible for carrying out the communication, promotion and public relations activities foreseen in the programme proposal. The contracting organisation acts as the beneficiary of the programme. The European Commission is not a party to this procedure

2.1.3. Value

Estimated value excluding VAT: 1 140 898,00 EUR

2.1.4. General information

Additional information: This call for tenders is launched under Regulation (EU) No 1144/2014 on information provision and promotion measures concerning agricultural products. The contracting organisation acts as the beneficiary of an EU co-financed promotion programme. The European Commission is not a contracting authority in this procedure

Legal basis:

Directive 2014/23/EU

Regulation (EU) n. 1144 /2014 – Call for Proposal AGRIP-MULTI 2025 - Regulation (EU) n. 1144 /2014 – Call for Proposal AGRIP-MULTI 2025 - Regulation (EU) n. 1144 /2014 – Call for Proposal AGRIP-MULTI 2025 - Regulation (EU) n. 1144 /2014 – Call for Proposal AGRIP-MULTI 2025

Commission Delegated Regulation (EU) 2015/1829, Commission Implementing Regulation (EU) 2015/1831

Applicable cross-border law: The purpose of this procedure is the selection of an implementing body to carry out information and promotion activities for agricultural products co-financed by

the European Union under Regulation (EU) No 1144/2014. The services include communication, public relations, event organization, advertising, and other promotional actions as described in the tender documents

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: PUBLIC NOTICE OF TENDERS FOR THE SELECTION, BY MEANS OF AN OPEN COMPETITIVE PROCEDURE, OF AN "IMPLEMENTING BODY" – TARGET MARKET: SOUTH KOREA, SINGAPORE AND SWITZERLAND

Description: The activities to be carried out are related to a Programme submitted to the European Union and concern (non-exhaustive list): PR, information and promotion of European organic agricultural products aimed to increasing the awareness and competitiveness of EU Sea Buckthorn products, organisation of events, press campaign and elaboration of information and promotional material, educational and information activities, maintenance of website and social media.

Internal identifier: lot 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

Quantity: 1 piece

Options:

Description of the options: No options – the contract covers the full implementation period of the EU co-financed promotion programme under Regulation (EU) No 1144/2014.

5.1.2. Place of performance

Country: South Korea

Anywhere in the given country

Additional information: This lot concerns the implementation of an information and promotion programme co-financed by the European Union under Regulation (EU) No 1144/2014 and Commission Implementing Regulation (EU) 2015/1831. The contracting organisation acts as the beneficiary of the programme. The European Commission is not a contracting authority in this procedure.

5.1.2. Place of performance

Country: Singapore

Anywhere in the given country

Additional information: This lot concerns the implementation of an information and promotion programme co-financed by the European Union under Regulation (EU) No 1144/2014 and Commission Implementing Regulation (EU) 2015/1831. The contracting organisation acts as the beneficiary of the programme. The European Commission is not a contracting authority in this procedure.

5.1.2. Place of performance

Country: Switzerland

Anywhere in the given country

Additional information: This lot concerns the implementation of an information and promotion programme co-financed by the European Union under Regulation (EU) No 1144/2014 and Commission Implementing Regulation (EU) 2015/1831. The contracting organisation acts as the beneficiary of the programme. The European Commission is not a contracting authority in this procedure.

5.1.3. Estimated duration

Duration: 24 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 1 140 898,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

Identifier of EU funds: Call for Proposal AGRIP-MULTI 2025

Further details of EU funds: Information and promotion measures for agricultural products under Regulation (EU) No 1144/2014 of the European Parliament and of the Council, co-financed by the European Union.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

Additional information: This lot concerns the implementation of an information and promotion programme co-financed by the European Union under Regulation (EU) No 1144/2014 and Commission Implementing Regulation (EU) 2015/1831. The contracting organisation acts as the beneficiary of the programme. The European Commission is not a contracting authority in this procedure.

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Name: Quality of the technical and methodological offer

Description: As described in the procurement documents.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 100,00

Justification for not indicating the weighting of the award criteria: Not applicable – the weighting of award criteria is indicated in this notice.

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Romanian, English
Deadline for requesting additional information: 21/12/2025 15:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: www.biocatina.com/euorganicseabuckthorn/

Ad hoc communication channel:

Name: office@biocatina.com

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Description: office@biocatina.com

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

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Description of the financial guarantee: 4000

Deadline for receipt of tenders: 21/12/2025 15:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Deadline until which the tender must remain valid: 24 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: The contract shall be performed in accordance with the technical specifications, calendar and budget approved under Regulation (EU) No 1144/2014. The contractor shall implement all information and promotion activities, reports, and communication materials in line with the work plan and quality standards set out in the procurement documents. Payments will be made in instalments upon validation of deliverables and acceptance by the contracting organisation. All intellectual property rights and results arising from the performance of the contract shall belong to the contracting organisation, which shall grant unrestricted rights of use to the European Union. The contractor shall ensure full compliance with EU visibility, communication and reporting requirements, and shall cooperate in audits and checks by competent national or EU authorities. Penalties or liquidated damages may apply for delays, non-conform performance, or failure to meet contractual obligations.

A non-disclosure agreement is required: no

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: The contract is financed under the information and promotion programme co-financed by the European Union in accordance with Regulation (EU) No 1144/2014 and Implementing Regulation (EU) No 2015/1831. Payments to the contractor will be made by BIO CĂTINA Cooperative, acting as the contracting organisation, according to the schedule and conditions set out in the contract. Payments will be linked to the satisfactory completion of deliverables and acceptance of interim and final technical and financial reports. The contract is subject to EU financial rules, including the principles of transparency, sound financial management, and co-financing by the European Union.

5.1.16. Further information, mediation and review

Review organisation: BIO CATINA COOPERATIVA AGRICOLA

Information about review deadlines: Requests for clarification or review concerning the results must be submitted in writing to BIO CĂTINA Cooperative within 5 calendar days from the date of notification of the result, by email to office@biocatina.com. No formal national public procurement review procedure applies to this selection conducted under Regulation (EU) No 1144/2014

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed: BIO CATINA COOPERATIVA AGRICOLA

Web address of tax legislation: <https://www.anaf.ro/anaf/internet/ANAF/legislatie/>

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed: BIO CATINA COOPERATIVA AGRICOLA

Web address of environmental legislation: <https://www.mmediu.ro/>

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: BIO CATINA COOPERATIVA AGRICOLA

Web address of employment legislation: <https://mmss.gov.ro/legislatie/>

Organisation providing additional information about the procurement procedure: BIO CATINA COOPERATIVA AGRICOLA

Organisation providing offline access to the procurement documents: BIO CATINA COOPERATIVA AGRICOLA

Organisation providing more information on the review procedures: BIO CATINA COOPERATIVA AGRICOLA

Organisation receiving requests to participate: BIO CATINA COOPERATIVA AGRICOLA

Organisation processing tenders: BIO CATINA COOPERATIVA AGRICOLA

8. Organisations

8.1. ORG-0001

Official name: BIO CATINA COOPERATIVA AGRICOLA

Registration number: 36569857

Department: Bio Catina Administrativ

Postal address: Calea Mosilor no. 88, S3, Intrarea B, 28 030152

Town: Bucuresti

Postcode: 030152

Country subdivision (NUTS): București (RO321)

Country: Romania

Contact point: Bio Catina Administrativ

Email: office@biocatina.com

Telephone: 0722929772

Internet address: www.biocatina.com

Information exchange endpoint (URL): www.biocatina.com

Buyer profile: www.biocatina.com

Roles of this organisation:

Buyer

Procurement service provider

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate
Organisation processing tenders
Review organisation
Organisation providing more information on the review procedures
Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed
Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed
Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed

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

Telephone: +352 29291

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

Roles of this organisation:

TED eSender

Notice information

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