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## Contract notice

### Services

#### Legal Basis:

Directive 2014/24/EU

#### **Section I: Contracting authority**

##### I.1) **Name and addresses**

Official name: O.P.A.S. Organizzazione Prodotto Allevatori Suini

National registration number: 02083530200

Postal address: Via Ghisiolo 57

Town: San Giorgio Bigarello

NUTS code: ITC4B Mantova

Postal code: 46030

Country: Italy

Contact person: Antonio Rodà

E-mail: [opas@legalmail.it](mailto:opas@legalmail.it)

##### **Internet address(es):**

Main address: [www.opas-coop.it](http://www.opas-coop.it)

##### I.3) **Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [www.opas-coop.it](http://www.opas-coop.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: Società Cooperativa

##### I.5) **Main activity**

Other activity: agroalimentare

#### **Section II: Object**

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

###### II.1.1) **Title:**

Call for selection through open competitive procedure for the selection of a body responsible for the execution of "EAT&THINK PINK CHINA - Say yes to the Best, Eat European Pig Meat!"

###### II.1.2) **Main CPV code**

79416000 Public relations services

###### II.1.3) **Type of contract**

Services

###### II.1.4) **Short description:**

O.P.A.S. (Pig breeders product organization) as the proposing body of the three-year program "EAT & THINK PINK CHINA (acronym ETPC), an information and promotion program presented to the European Commission pursuant to Reg. 1144/2014, 1829/2015 and 1831/2015, following the call for proposals for 2020 simple programs published in the Official Journal of the European Union 15.1.2020 n. (2020 / C 12/07), and approved by European Commission Decision C (2020) 8663 of 14.12.2020, announces a call for tenders for the selection, through an open competitive procedure, of an implementing body in charge of carrying out the actions aimed at achieving the objectives set within the three-year program "EAT & THINK PINK CHINA (acronym ETPC), which

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will take place in the Third Country of China including the Hong Kong area and which will cover products: fresh / chilled pork and frozen, as well as pork-based preparations.

II.1.5) **Estimated total value**

Value excluding VAT: 2 839 155.00 EUR

II.1.6) **Information about lots**

This contract is divided into lots: no

II.2) **Description**

II.2.3) **Place of performance**

NUTS code: ITC4B Mantova

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

Specific objectives of the program: At the end of the 36-month action it is estimated to have n. 1,383,317 people who have increased the level of knowledge regarding the EU products promoted and to activate the marketing of the products of the Proposing Organization in this market

This number actually expresses the impact indicator in terms of information return of the action.

Topics to be addressed.

As a main message, the quality of European pork and pork products will be communicated, in terms of food safety, traceability (guaranteed by a controlled supply chain), labeling and nutritional and health aspects.

Alongside this main message, the specificity of pork production methods, animal welfare, environmental sustainability and the intrinsic characteristics of meat products will also be communicated.

pork (especially in terms of quality, taste, diversity and tradition).

The messages will indicate the origin of the products in line with the provisions of the regulations and the convention, that is: keeping the EU as the main message, indicating the national origin of the product without

obscuring the main EU message but integrating it, reserving 'indication of origin only for visual and non-audio material.

Target groups:

1. OPERATORS, main and direct target group, divided as follows:

a. trade operators: importers, distributors, retailers;

b. media operators and KOLs: sector press, food & beverage, cooking, wellness, nutrition, Key Opinion Leader, social media / web influencer;

c. HoReCa operators: chefs and restaurant operators;

d. sports operators: sports doctors, nutritionists, technical staff, professional sportsmen;

2. CONSUMERS, indirect target group, with particular focus on adult food lovers (25-54 years), attentive to the issues of well-being, health and cooking, of medium-high socio-economic class, residing in the major metropolitan areas of both markets.

Activities to be carried out:

- public relations (press events),
- website,
- social media,
- advertising,
- communication tools (promotional materials and videos),
- exhibitions,
- workshop seminars,
- training courses for cooks,
- study trips to Europe,
- promotion at the points of sale
- market research and surveys.

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: 2 839 155.00 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.2.13) **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:

The procurement is related to a project and / or program financed by European Union funds: yes Project number or reference: Acronym ETPC. • regulation (EU) no. 1144/2014 of the European Parliament and of the Council of 22 October 2014 • Delegated Regulation (EU) 2015/1829 of the Commission of 23 April 2015 • Implementing Regulation (EU) 2015/1831 of the Commission of 7 October 2015

II.2.14) **Additional information**

**Section III: Legal, economic, financial and technical information**

III.1) **Conditions for participation**

- 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

**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.1.8) **Information about the Government Procurement Agreement (GPA)**  
The procurement is covered by the Government Procurement Agreement: no
- IV.2) **Administrative information**
- IV.2.2) **Time limit for receipt of tenders or requests to participate**  
Date: 18/02/2021  
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.2.7) **Conditions for opening of tenders**  
Date: 19/02/2021  
Local time: 09:00

**Section VI: Complementary information**

- VI.1) **Information about recurrence**  
This is a recurrent procurement: no
- VI.2) **Information about electronic workflows**  
Electronic invoicing will be accepted
- VI.3) **Additional information:**
- VI.4) **Procedures for review**
- VI.4.1) **Review body**  
Official name: Tribunale di Mantova  
Town: Mantova  
Country: Italy
- VI.5) **Date of dispatch of this notice:**  
22/01/2021