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**Italy-Rome: Other services  
2023/S 230-724022**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

**I.1) Name and addresses**

Official name: U.N.A.PR.OL. CONSORZIO OLIVICOLO ITALIANO SOC. CONS. P.A.

National registration number: 80413010580

Postal address: Via XXIV Maggio, 43

Town: ROMA

NUTS code: ITI43 Roma

Postal code: 00187

Country: Italy

Contact person: Nicola Di Noia

E-mail: [promozione@unaprol.it](mailto:promozione@unaprol.it)

Telephone: +39 0678469004

**Internet address(es):**

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [www.unaprol.it](http://www.unaprol.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: Joint-stock Consortium

**I.5) Main activity**

Other activity: Food promotion, promotion, consumer information

**Section II: Object**

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

**II.1.1) Title:**

Open tender procedure for the selection of an implementing body

**II.1.2) Main CPV code**

98390000 Other services

**II.1.3) Type of contract**

Services

**II.1.4) Short description:**

Call for tenders for the selection, by an open competitive procedure, of an implementing body charged with carrying out the actions aimed at achieving the objectives set out in the 2024/2026 3-year program called

"EUROPEAN OLIVE OIL AS SYMBOL OF MEDITERRANEAN CULTURE TO SATISFY ORIENTAL TASTES".

Objectives: 1. Increase in knowledge and notoriety (awareness) of European extra virgin olive oil and its characteristics. 2. The increase in EU extra virgin olive oil exports. 3. Strengthen awareness and recognition of the Union's quality schemes, inviting people to perceive the differences and guarantees offered by products with designations (PDO and PGI).

II.1.5) **Estimated total value**

Value excluding VAT: 3 239 736.75 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: ITI43 Roma

Main site or place of performance:

CHINA

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

- project coordination
- public relations activities
- creation and management of a dedicated website
- creation of profiles and communication on Chinese social media
- advertising campaigns with banners
- creation of communication materials
- realization of events within hotel schools and restaurants
- promotional actions within points of sale

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: 3 239 736.75 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:

Proposal 101137995

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: 15/12/2023  
Local time: 10:00
- 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: 18/12/2023  
Local time: 15:00  
Place:  
Rome, Unaprol office  
Information about authorised persons and opening procedure:  
appointed after the end of the receipt of the offers

**Section VI: Complementary information**

- VI.1) **Information about recurrence**  
This is a recurrent procurement: no
- VI.3) **Additional information:**
- VI.4) **Procedures for review**
- VI.4.1) **Review body**  
Official name: Tribunale  
Town: Rome  
Postal code: 00100  
Country: Italy
- VI.5) **Date of dispatch of this notice:**  
24/11/2023