



Contract Notice
“EU Fresh Fruit Adventure- 101021941”

2.1	Tender procedure No.	2020.01
2.2	Contract Scope	“EU Fresh Fruit Adventure- 101021941” project concerns the promotion of consumption of European fresh fruits (peaches, nectarine, cherry, apple and plump) in three Member States’ markets: Romania, Bulgaria and Sweden. The objective are to increase the competitiveness and consumption of Union agricultural products and certain food products and to raise their profile inside the Union to raise their profile highlighting the specific features of food safety, traceability, authenticity, labeling, nutritional and to restore normal market conditions for Fresh fruits in Internal market (Romania, Sweden and Bulgaria) at the levels of 2019. This will lead to higher value of European fresh fruits exports in internal market thus growing their market share. The action will have a direct economic impact as a +2% annual increase of exports value within 1 year period for all three countries (2021). The action will put a lot of attention to new media (e game, web site, social media and online ads) as well as traditional publicity (publications). It will use classical methods (trade fairs, B2B workshops) but also will innovate with experience oriented actions (roadshows & POS) in order to engage consumers.
2.3	Estimated Value	<i>Seven hundred forty-seven thousand six hundred seventy-eight EUR (747.678 EUR) excluding of VAT.</i>
2.4	Financing	<i>European Union Contribution by 85% and by own contribution of the Contracting Authorities by 15%</i>
2.5	Tender procedure	<i>Open tender procedure for the award of a service contract.</i>
2.6	Award Criterion	<i>Most economically advantageous tender based on the best price-quality ratio.</i>
2.7	Contracting Authorities	<i>Asociatia Producatorilor De Fructe Sud-Fructprod - Romania Str. Strabuna Nr.1 Sector 1, Bucharest, 012461, Romania +40 728 636363, asociatiafructprod@yahoo.com and on behalf of Union of Hellenic Chambers (UHCC)– Greece 6 Akadimias Str., Athens, 10671, Greece +30 210 3387104 (-106), vassapost@uhc.gr</i>
2.8	Competent Official	<i>Str. Strabuna Nr.1 Sector 1, Bucharest, 012461, Romania +40 728 636363, asociatiafructprod@yahoo.com</i>
2.9	Period of time during which the Tender Documents may be available	<i>Until the deadline of the submission of tenders.</i>
2.10	Method and Place for collection of the Tender Documents	<i>Free of charge, from the http://oipalegumefructe.ro</i>
2.11	Deadline for requests to	<ul style="list-style-type: none">• By 01.12.2020



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	participate Deadline for the Submission of Comments / Questions / Recommendations Dispatch of answers by the Contracting Authority	<ul style="list-style-type: none">• By 05.12.2020• By 08.12.2020
2.12	Deadline for the Submission of Tenders	by 15:00 hours of 18.12.2020
2.13	Place of Submission of Tenders	<i>Str. Strabuna Nr.1 Sector 1, Bucharest, 012461, Romania</i>
2.17	Period of Validity of Tenders	<i>2 months from the deadline of submission of Tenders</i>
2.15	Language in which Tenders must be drawn up	<i>English</i>
2.16	Currency of Tenders	<i>Euro</i>
2.17	Estimated date of notification of tender procedure results	15 days, from the deadline of the submission of tenders
2.18	Estimated date of contract signature	30 days, from the deadline of the submission of tenders
2.19	Location where the Services will be provided	Romania, Sweden and Bulgaria and the Member States of the Contracting Authorities
2.20	Duration of Contract Execution	12 months from the date of commencement of the implementation of the Contract