

## NOTICE OF PARTICIPATION

**On procurement: Promotion activity towards buyers , importers, fairs, events and SMM  
– The Netherlands and Belgium**

**1. Name of contracting authority: PI “National Office for Vine and Wine**

**IDNO: 1013620012945**

**2. Address : RM. mun. Chişinău, str. Sfatul Ţării, 59**

**3. Telephone number :+373 22 105 560/ 37360012327**

**4. E-mail address: [ccebotari@wineofmoldova.com](mailto:ccebotari@wineofmoldova.com), [www.wineofmoldova.com](http://www.wineofmoldova.com)**

**5. The e-mail address or the official web page from which access to the award documentation can be obtained: the award documentation is attached within the procedure in SIA RSAP**

**6. Type of contracting authority and main object of activity (if applicable, mention that the contracting authority is a central purchasing authority or that the procurement involves another form of joint procurement):**

**7. The buyer invites interested economic operators, who can satisfy his needs, to participate in the procurement procedure regarding the delivery/provision of the following goods/services:**

No. d/o	Code CPV	Name of the goods	Unit of measurement	The amount	Full technical specification requested
Lot 1. Promotion activity towards buyers , importers, fairs, events and SMM – The Netherlands					
1.1		Market check	Serv.	1	Doing 1 research on internet and with importers to see how many brands of Moldova wines are on the Dutch Market. Checking all supermarkets, wine stores and online channels. Creating a clear excel sheet with all the brands and all the different varieties/SKU's, including the trend wines. The tenderer will submit electronically to the contracting authority, the Market Check, by October 30, 2024.
1.2.		Buyers trip	serv	1	Organising 1 Buyers trip with potential buyers, importers retailers, online store owners, agents of mid-sized wine chain stores to create new listings in the Netherlands.  Organization of the visit of buyers from the Netherlands Inviting 4 people, potential buyers and importers of Moldovan wines escorted by a consultant of tenderer (4+1), to participate in the Wine Vernissage, winter edition, on 6 December 2024. Buyer Trip participants will be in Moldova for a period of 4 days, from December 4 to December 7.

				<p>This period will include participation in the Vernissage, including the B2B session that will be organized, visits to pre-selected wineries and vineyards.</p> <p><b>Tickets and Accommodation</b> The tenderer will make all the arrangements for all the air flights, including the tickets reservation and procurement, with office further information about the time of arrival and departure of the buyers in/from the country. The tenderer will make all arrangements regarding the accommodation of people (4+1) for the period 4-7 December 2024.</p> <p><b>Selection of visitors</b> The tenderer will thoroughly study the activity of the people to be invited, in order to calculate the maximum impact they can have on the wine sector. The list of buyers/importers will be presented to Wine of Moldova, specifying the full name of the visitor and the company they represent.</p> <p><b>Types of communication</b> The tenderer will distribute on its Social Media channels information regarding the visit of potential buyers/importers to the Republic of Moldova. Monitoring of media channels and online blogs of the participants, in which at least 1 publication it will be regarding the visit to Moldova, local wines, visits to wineries and participation in the Wine Vernissage on December 6, 2024.</p> <p><b>Follow up</b> Collecting feedback from B2B attendees to evaluate the impact of the event. Presentation of information on the impact to contracting Authority.</p>	
1.3		Press trip	serv	1	<p>Press trip focusing on Wine Vernissage 2024 In order to promote wine tourism, as the most flourishing branch of the entire tourism industry in Moldova, a press and blogger visit will be organized on the Wine Vernisaj.</p> <p><b>Organization of the press trip from the Netherlands</b> Press trip focusing on Wine Vernisaj on 5 and 6 of December 2024, that will include 4 journalists/bloggers, escorted by consultant of tenderer (4+1). The press trip will take 4 days – Wednesday till Sunday, preferably from 2 to 6 December. In order to highlight all the facets Moldova has to offer, the media team will be invited to visit some of the vineyards and wineries in Moldova, and they will participate on Wine Vernissage which will be held this year on the 5-6 October.</p> <p><b>Tickets and Accommodation</b> The tenderer will make all the arrangements for all the air flights, reserve and procure the tickets,</p>

				<p>informing the office about the time of arrival and departure of the journalists/ bloggers in/from the country.</p> <p>The tenderer will make all arrangements regarding the accommodation of people (4+1) for the period 2-6 December2024.</p> <p>Selection of journalists and bloggers The selection of professionals media should be a good combination of journalists and online media and who all have a very large following, and thus many consumers will be reached through this trip.</p> <p>The list of journalists/ bloggers will be presented to Wine of Moldova, specifying the full name and the professional activity.</p> <p>Follow-up of media impact The tenderer will distribute information about press trip visit to the Republic of Moldova on its Social Media channels.</p> <p>Monitoring the level of media communication of the representatives of the press trip during the Wine Vernissage event, as well as post-event. The media representatives will post a minimum of 2,3 articles and/or posts on social networks, stories, regarding the visit to Moldova, local wines, visits to wineries and participation on the Wine Vernissage .</p>	
1.4		Press dinner with iconic wines from Moldova	serv	1	<p>Organaising a press dinner on the same day as the sommeliers masterclass, in the last week of November (tbc).</p> <p>For this press dinner the Agency will focus on the culinary aspect of the heritage of Moldova. Moreover, the focus will be on sustainability, as the nature reserves in Moldova are also one of the reasons why tourists visit Moldova.</p> <p>Selection of journalists and bloggers The audience for this dinner will be 15-20 wine journalists and bloggers, as well as several culinairy bloggers with interest in wine.</p> <p>The list of journalists/ bloggers will be presented to Wine of Moldova, specifying the full name and the professional activity.</p> <p>Follow-up of media impact The tenderer will distribute information about press trip visit to the Republic of Moldova on its Social Media channels.</p> <p>Monitoring the level of media communication of the representatives of the press trip during the National Wine Day event, as well as post-event. The media representatives will post a minimum of 2 articles and/or posts on social networks, stories, regarding the visit to Moldova, local wines, visits to wineries and participation on the press diner.</p>
1.5		Social media assistance	serv	1	<p>Assisting and managing Wine of Moldova Netherland on Social Media. Informing consumers about Moldovan wines, the basic events in the Republic of Moldova, as well as the events in the Netherlands organized by Wine</p>

					<p>of Moldova on social networks and creating a follower base, especially on Instagram (target engagement, role creation, correct choice of time, the invitation to story interaction).</p> <p><b>Strategy</b> The tenderer will create a communication strategy for a period of one year, which will be sent to ONVV for approval. The tenderer will create content that generates a steady increase in followers, likes, shares, comments and even saves.</p> <p><b>Products delivered</b> The bidder will electronically send a monthly performance report to ONVV.</p>
<b>Promotional services to importers, buyers, fairs and other events, including Social Media Marketing activities in Belgium</b>					
1.1		<b>Market check</b>	serv	1	<p>Doing 1 research on internet and with importers to see how many brands of Moldova wines are on the Dutch Market. Checking all supermarkets, wine stores and online channels. Creating a clear excel sheet with all the brands and all the different varieties/SKU's, including the trend wines. The tenderer will submit electronically to the contracting authority, the Market Check, by <b>September 30, 2024.</b></p>
1.2		<b>Buyers Sampling</b>	serv	1	<p>Organizing a wine tasting event for importers and potential wine buyers from Belgium, to introduce them to the quality and diversity of Moldovan wines.</p> <p><b>Target audience</b> The bidder will organize a sampling for 25 wine buyers, including shops, importers, retail.</p> <p><b>Selection of wines</b> The Bidder will send out a newsletter to ask winebuyers if they are interested to receive a box. Send them a box with 6 different brands and information about the wineries.</p> <p><b>Follow up</b> The list of possible wine buyers from Belgium, as well as their feedback and preferences, will be presented within 3 weeks of the event to the contact company/ ONVV. Presentation of an informative bulletin, information about wineries. Surveying wine buyers if they are interested in receiving wine samples. Providing all information and contact details if they are interested in purchasing these wines.</p>
1.3		<b>Sommelier masterclass with Moldovan reprezentant</b>	serv	1	<p>Planning and organizing a Masterclass led by a sommelier knowledgeable about the traditions and flavor of Moldovan wine. The focus of the masterclass course will be highlighting the traditions in Moldovan winemaking, the diversity of Moldovan grape varieties, the wine-growing regions, as well as the</p>

				<p>complexity of local wines. The focus of the masterclass is local grape varieties of Moldova.</p> <p><b>Masterclass participants</b> The masterclass will be aimed at the professional audience, and will focus on sommeliers and wine experts, through an exceptional masterclass. The audience of the masterclass will be 20 - 25 sommeliers, and the duration of the masterclass will be approximately 1.5 hours.</p> <p><b>The location of the masterclass</b> The venue of the masterclass will be carefully selected, being a location that could reproduce the history of the Republic of Moldova and create synergy with the vineyards and/or underground cellars of Moldova.</p> <p><b>The invitations to the masterclass</b> Participation will be based on the invitations sent by the bidder to the preselected sommeliers. The sommeliers will be consciously selected by the bidder based on their popularity and professionalism, as well as on the basis of the analysis of the impact they can have as a result of the masterclass. The tenderer will provide the sommeliers present at the masterclass with tasting sheets for the purpose of evaluating and testing the Moldovan wines proposed for tasting during the masterclass.</p> <p><b>Selection of wines for the masterclass</b> The Bidder will draw up a list, based on the Brand and Wine Market Study, of those preferred wines on the Belgian market, specifying the type of wine, number of bottles / quantity, etc. That list will be submitted for approval to the contacting company / ONVV.</p> <p><b>Period of deployment</b> The masterclass will take place on November 2024, followed by a lunch for the sommeliers present at the event.</p> <p><b>Follow up</b> The list of sommeliers present at the event, as well as their feed-back and preferences, based on the tasting sheets, will be presented within 3 weeks of the event to the address of the contacting company/ ONVV.</p>	
1.4		<b>Press dinner with iconic wines from Moldova</b>	serv	1	<p>Organizing a press dinner on the same day as the sommelier masterclass. For this press dinner, the focus will be on the culinary aspect of Moldova's heritage, with traditional Moldovan dishes being offered for tasting to the press representatives present at the masterclass.</p> <p><b>Target audience</b> The audience for this dinner will be 15-20 journalists and wine bloggers, as well as several culinary bloggers, interested in the culinary</p>

				<p>traditions and emblematic wines of the Republic of Moldova.</p> <p><b>Period of deployment</b> The dinner will take place in November this year, as a result of the masterclass offered by a renowned Sommelier.</p> <p><b>Communication</b> The bidder will distribute on its Social Media channels information about the thematic dinner where several preselected wines will be presented, present at the tasting and the masterclass on the same day. It will monitor the media channels and social networks of the press representatives present at the dinner, in which at least 2 pieces of information will appear regarding the masterclass offered by the Sommelier, as well as about the wines of Moldova as a whole.</p> <p><b>Selection of wines</b> The Bidder will draw up a list, based on the Brand and Wine Market Study, of those preferred wines on the Belgian market, specifying the type of wine, number of bottles/quantity, etc. That list will be submitted for approval to ONVV.</p> <p><b>Follow up</b> Presentation of the Report on the impact on social networks (social media) of the events (masterclass + press dinner), which would include the total number of posts on the personal blogs of journalists and culinary and wine bloggers, articles in culinary magazines, culinary media pages, etc. The report will be presented to the address of the contacting company/ONVV, within 2/3 weeks of the event.</p>
1.5	Press Trip	serv	1	<p>Press visit focused on the <b>Wine Vernissage 2024</b>. In order to promote wine industry, as the most flourishing branch of the entire tourism industry in Moldova, a press visit will be organized, including journalists and bloggers to participate in the <b>Wine Vernissage 2024</b>.</p> <p>Organization of the press visit from Belgium Press visit focused on <b>Wine Vernissage</b> , from December 6, 2024, will include 4 journalists/bloggers, and 1 representative from the bidding company (4+1). In order to highlight all the facets that Moldova has to offer, the media team from the Belgium will be invited to visit some of the vineyards and wineries in Moldova and will participate in the <b>Wine Vernissage</b> , which will take place this year on December 6 .</p> <p>Tickets and Accommodation The bidder will make all arrangements for all air flights, book and procure tickets, informing the office of the arrival and departure times of journalists and bloggers in/out of the country.</p>

				<p>The bidder will make all the arrangements regarding the accommodation of people (4+1) in hotel-type conditions for the period December 2024.</p> <p><b>Selection of visitors</b> The economic agent will thoroughly study the activity of the people to be invited, in order to calculate the maximum impact they can have on the wine sector. Media personalities will be selected by level of professionalism and will be a mix of online media representatives with large followings. The list of journalists and bloggers will be presented to ONVV, specifying their full name, editorial office and professional activity on social media.</p> <p><b>Follow-up of media impact</b> The bidder will distribute information on the journalists' visit to the Republic of Moldova on its Social Media channels. The Bidder will monitor the level of media communication of the press trip representatives during the <b>Wine Vernissage</b> event, as well as post-event. Media representatives from Belgium will post a minimum of 2,3 articles and/or posts on social networks, stories, regarding the visit to Moldova, local wines and wineries, visits to pre-selected wineries and direct participation in the <b>Wine Vernissage 2024</b>.</p>
1.6	<b>Buyers Trip</b>	serv	1	<p>Organising 1 Buyers trip with potential buyers, importers retailers, online store owners, agents of mid-sized wine chain stores to create new listings in Belgium.</p> <p><b><u>Organization of the visit of buyers from the Netherlands</u></b> Inviting 4 people, potential buyers and importers of Moldovan wines escorted by a consultant of tenderer (4+1), to participate in the <b>Wine Vernissage</b>, winter edition, on 6 December 2024. Buyer Trip participants will be in Moldova for a period of 4 days, from December 4 to December 7. This period will include participation in the Vernissage, including the B2B session that will be organized, visits to pre-selected wineries and vineyards.</p> <p><b><u>Tickets and Accommodation</u></b> The tenderer will make all the arrangements for all the air flights, including the tickets reservation and procurement, with office further information about the time of arrival and departure of the buyers in/from the country. The tenderer will make all arrangements regarding the accommodation of people (4+1) for the period 4-7 December 2024.</p> <p><b><u>Selection of visitors</u></b> The tenderer will thoroughly study the activity of the people to be invited, in order to calculate the maximum impact they can have on the wine sector.</p>

				<p>The list of buyers/importers will be presented to Wine of Moldova, specifying the full name of the visitor and the company they represent.</p> <p><b>Types of communication</b> The tenderer will distribute on its Social Media channels information regarding the visit of potential buyers/importers to the Republic of Moldova. Monitoring of media channels and online blogs of the participants, in which at least 1 publication it will be regarding the visit to Moldova, local wines, visits to wineries and participation in the Wine Vernissage on December 6, 2024.</p> <p><b>Follow up</b> Collecting feedback from B2B attendees to evaluate the impact of the event. Presentation of information on the impact to contracting Authority.</p>
<b>Total Cost : 92 940 EURO</b>				

**8. In the case of pre-selection procedures, the minimum number of candidates and, if applicable, their maximum number are indicated.** \_\_\_\_\_

**9. If the contract is divided into lots, an economic operator can submit the offer (to be selected):**

- 1) For a single lot;
- 2) For several lots;
- 3) For all batches;
- 4) Other limitations regarding the number of lots that can be assigned to the same tenderer \_\_\_\_\_

**10. Admission or prohibition of alternative offers:** \_\_\_\_\_ is not allowed \_\_\_\_\_

**11. Terms and conditions of delivery / delivery / execution requested:**

**12. Term of validity of the contract:** \_\_\_\_ 31.12.2024.

**13. Purchase contract reserved for protected workshops or that it can be executed only in protected employment programs (if applicable):** \_\_\_\_\_ NO \_\_\_\_\_  
(indicate yes or no)

**14. The provision of the service is reserved to a certain profession under certain laws or regulations (as the case may be):** \_\_\_\_\_  
(the respective laws, regulations and administrative acts are mentioned)

**15. Short description of the criteria regarding the eligibility of the economic operators that can determine their elimination and the selection criteria; the minimum level (s) of the requirements imposed; the requested information is mentioned (DUAE, documentation):**

Description of the criterion / requirement	Method of demonstrating the fulfillment of the criterion / requirement:	Mandatory
<b>Tehcnical Form anex.22</b>	the bidder will complete and apply the electronic signature. (signature and stamp)	<b>Mandatory</b>
<b>Price Form anex 23</b>	the bidder will complete and apply the electronic signature. (signature and stamp)	<b>Mandatory</b>
<b>Form ESPD (DUAE)</b>	the bidder will complete and apply the electronic signature. (signature and stamp)	<b>Mandatory</b>
<b>Guarantee Bid offer</b>	The guarantee for the offer will be confirmed documentary. This can be done by: 1- transfer to the bank account of the contracting authority according to the requisites annexed to the procedure. The economic operator will be obliged to attach this guarantee scanned within the electronic platform and the electronic signature applied. 2- or it can be a bank guarantee (issued by the banking institution). In this case, the economic operator will be obliged to attach this guarantee scanned within the electronic platform, together	<b>Mandatory</b>



		with the other requested documents, and the electronic signature applied. NOTE! At the same time, the bank guarantee will be presented in the original (in envelope) at the headquarters of the institution of the contracting authority until the deadline for submission of tenders. The guarantee amount for the offer constitutes 1% of the value of the offer without VAT.	
	<b>Guarantee of good execution</b>	The guarantee of good performance is to be presented only by the tenderer declared the winner, until the contract is signed. This can be done by: 1- transfer to the bank account of the contracting authority according to the requisites annexed to the procedure. The confirmation of the payment / transfer made will be presented. 2- or it can be a bank guarantee (issued by the banking institution). In this case, the economic operator declared winner will be obliged to present the original of the document at the headquarters of the contracted authority. The guarantee amount for the offer constitutes 1% of the value of the offer without VAT.	<b>Mandatory</b>
	<b>Proven Experience</b>	The bidder will assure the following Requirements: 3.1 Firm overview: • Structure and general capabilities of their firm. • Experience in providing services in related sector wine marketing. 3.2 Proposed Team: • Confirmation of ability to deploy the team and start working immediately upon appointment; • Individuals to be directly involved in the account and their respective roles; • Background and relevant experience of these individuals. 3.3 Considerations: • Description of the services you can provide in relation to the assignment defined above;	<b>Mandatory</b>
	STATEMENT regarding the confirmation of the identity of the actual beneficiaries and their failure to be convicted for participating in the activities of a criminal organization or group, for corruption, fraud and/or money laundering.	The economic operator will complete and apply the electronic signature	<b>Mandatory</b>
	STATEMENT regarding the validity of the offer	The economic operator will complete and apply the electronic signature	<b>Mandatory</b>

16. The guarantee for the offer, if applicable \_\_\_\_\_ Yes \_\_\_\_, the amount \_\_\_\_\_ 1% \_\_\_\_\_.

17. Guarantee of good performance of the contract, as the case may be \_\_\_\_\_ YES \_\_\_\_\_, amount\_ 1%.

18. Reason for resorting to the accelerated procedure (in the case of open, restricted and negotiated bidding), as the case may be \_\_\_\_ - \_\_\_\_\_

19. Specific awarding techniques and tools (if applicable, specify whether the framework agreement, dynamic purchasing system or electronic auction will be used): -

20. Special conditions on which the performance of the contract depends (indicate where appropriate):  
\_\_\_\_\_ - \_\_\_\_\_

21. The offers are presented in the currency \_\_\_\_\_ EURO

22. The evaluation criterion applied for the award of the contract: the lowest price and the complete assembly of the specifications.

23. The factors of evaluation of the most economically advantageous offer, as well as their weights

Nr. d/o	Denumirea factorului de evaluare	Pondere%
	-	-

**24. Deadline for submission / opening of tenders:**

- until: [exact time] \_ According to SIA RSAP (Mtender)

- on: [date] According to SIA RSAP (Mtender)

**25. Address to which tenders or requests to participate must be submitted:**

Offers or requests to participate will be submitted electronically through the SIA RSAP

**26. The term of validity of the offers: 30 days.**

**27. Place of opening of tenders: \_SIA RSAP**

(SIA RSAP or opening address)

Delayed offers will be rejected.

**28. Persons authorized to attend the opening of tenders:**

The bidders or their representatives have the right to participate in the opening of the bids, unless the bids were submitted through the "RSAP" SIA.

**29. Language or languages in which tenders or requests to participate must be drawn up: \_Romanian and English.**

**30. The respective contract refers to a project and / or program financed from EU funds:**

(specify the name of the project and / or program)

**31. Name and address of the competent dispute resolution body:**

The National Agency for Solving Appeals

Address: Chisinau municipality, bd. Stephen the Great and Holy no. 124 (et.4), MD 2001;

Tel / Fax / email: 022-820 652, 022 820-651, contestatii@ansc.md

**32. Date (s) and reference (s) of previous publications in the Official Journal of the European Union regarding the contract (s) to which the notice relates (if applicable):**

**33. In the case of periodic purchases, the estimated timetable for publication of future announcements: \_**

**34. Date of publication of the notice of intention or, as the case may be, the indication that no such announcement was published: \_**

**35. Date of submission for publication of the participation notice: \_ according to SIA RSAP.**

**36. In the public procurement procedure, the following will be used / accepted:**

Name of the electronic instrument	will be used / accepted
Electronic submission of tenders or requests to participate	Yes
Electronic order system	
Electronic invoicing	Yes
Electronic payments	Yes

**37. The contract is subject to the Agreement on Government Procurement of the World Trade Organization (only in the case of announcements submitted for publication in the Official Journal of the European Union): \_\_\_\_\_ no \_\_\_\_\_**

**38. Other relevant information:**

Responsible person:



