

NOTICE OF PARTICIPATION

on procurement: **Comunication&PR Services for Wine of Moldova in Denmark**

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, 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:

Nr. d/o	Cod CP V	Name of Services	Unit of measurement	Quantity	Full Specifications by the Authority	Technical Requested by the Contracting Authority	Estimation Value
Lot 1. Promotion activity towards buyers , importers, fairs, events and SMM							
1.1		Communication Strategy	Service	1	<p>Communication should create results. It should be measured at the bottom line, increase the fanbase, build trust, make people want to come back. It's not just the numbers, we actually don' like to do communication just for praise and execution. It has to work for the business - otherwise it has no purpose.</p> <p>Communication strategy should include:</p> <ul style="list-style-type: none"> • Elaborating a Digital & PR communication strategy for 1-2 years (2023-2024) 		

				<ul style="list-style-type: none"> • Proposing relevant instruments, media, platforms, events, etc. • Proposing B2B events • Creating and developing content including content received from the client • Implementing the Digital & PR communication strategy on the Danish market • Identifying messages, subjects and themes that arouse more curiosity and interest of the public: winemaking, viticulture, culinary, food pairings, hospitality, etc. <p>The public likes to learn more about people behind the wines, family stories, historic facts and food pairings through “when to drink” and “how to” videos.</p> <ul style="list-style-type: none"> • Creating dedicated campaigns for National Wine Day, Vernissages and other local events that might be interesting for Danish consumers • Creating dedicated campaigns for the events planned in Denmark – collaborations with sommeliers, wine bloggers, etc. • Engaging with local bloggers, influencers, ted speakers, wine journalists in digital campaigns • Displaying videos for people to reuse in social media and webcast tasting, explaining details about viticulture and wine • Posting content that reminds people of a positive memory and share videos/photos to attract attention and encourage customers to share their own experiences and spreading awareness of your brand online
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					<ul style="list-style-type: none"> Using a mobile -first strategy to reach millennials and stay relevant
1.2		Tastings and Masterclass	Service	1	<p>In 2023, top priority must be given to get Moldova wines onto the Danish market as there are currently very few.</p> <p>The Agency should propose two seminars and walk around events for wineries looking for an importer, one in Copenhagen (the capital) and one in the center of Jutland, as many importers from Jutland do not have time to travel. The Masterclass will be carried out by a local wine expert, unless we bring an appropriate wine personality among the exhibitors. The subject is to be discussed, but we suggest high-end wines to show the possibilities of Moldovan wine.</p> <p>It should include a buffet with inspired food for pairing with wines.</p> <p>Target group: importers and media</p> <p>Suggested time: 8-10 or 22-24 May or 12-14 June (not after mid-June)</p> <p>Alternative: Invite bloggers, influencers and journalists for wine-tasting once or twice per year with a special focus i.e. Grapes & wine, Sparkling, Red, etc</p> <ul style="list-style-type: none"> Influencer focus will mainly be on Instagram to link with the Moldova Wine account, but we will certainly look to TikTok as well.

					<ul style="list-style-type: none"> • Based on the experience the agency will engage with them on talking about the wine on their respective platforms. • It would be great, if we could do this with an importer/resellers and/or a representative from Moldova Wine 	
1.3		Importer meetings/ tastings	Service	1	<p>For the wineries that have not found an importer after the walk-around tastings, the agency will suggest setting up meetings with attractive importers for a personalized presentation at their premises. The Agency will set up the visit, and the presentation will be done by a respected sommelier. To create interest for both walk-around tastings and personalized visits in situ, that should create interest.</p> <p>Target group: selected importers</p>	
1.4		Importers' trip			<p>A trip for importers to Moldova. The best way to get a country and its wine under your skin – and consequently purchase the wine and bring the knowledge on to the customers – is to have been there, tasting the wines, meeting the winemakers and seeing the beauty of the country and the way of living.</p> <p>Suggested time: September-October</p> <p>The budget includes the flights from Copenhagen to Chisinau and back. ONVV assume that the wineries will host the guests and cover transportation</p>	

1.5		Social Media Management	Service	<p>1</p> <p>Digital promotion: Creation of a page for Moldova on Facebook and Instagram and postings one per week. Elaborating a strategy and content plan for SMM. Suggestions for content and relevant photos to be received from ONVV. SoMe on Facebook and Instagram building profiles for Moldova Wine and share content between the two accounts</p> <ul style="list-style-type: none"> • The Agency will primarily engage influencers within gastronomy and create a symbiosis between Moldova Wine and food. <p>Target group: consumers with interest for wine, gastronomy and culture. Suggestion: Boosting of selected posts to increase knowledge of Moldovan wine, winemaking, food pairing, culture, etc. and to gain followers.</p>
1.6		Lifestyle fairs	Service	<p>1</p> <p>Moldovan Wine should be present at fairs, but the participation depends on whether enough wines are brought to the Danish market. The Agency will suggest the lifestyle fairs as “Bolig, mad & design” in October 2023, where we will present Moldova wines on the Danish market in a booth. The Agency bring an overview that the visitors can bring home with information about where to buy the tasted wines and the cost of it. The number of visitors to the fair will be around 50.000 persons. Budget: will include includes rent of a space for 3 days with presence of 6</p>

					<p>hours per day, transport and set-up before and take down after the fair.</p> <p>If there is not wine enough on the Danish market by October, there is another “Bolog, mad & design” fair in March 2024 which should be taken into consideration. Promotional material such as brochures, rollups, etc. should be taken into consideration.</p> <p>Wine of Moldova presence should be stylish rather than folkloric, in order to appeal to a younger Danish audience.</p>	
Estimated Value without VAT Euros 40 000						

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: in a month after sine the contract

12. Term of validity of the contract: 31.12.2023.

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
Tehchnical Form anex.22	the bidder will complete and apply the electronic signature. (signature and stamp)	Mandatory
Price Form anex 23	the bidder will complete and apply the electronic signature. (signature and stamp)	Mandatory
Form ESPD (DUAE)	the bidder will complete and apply the electronic signature. (signature and stamp)	Mandatory
Guarantee Bid offer	The guarantee for the offer will be confirmed documentary. This can be done by:	Mandatory

		<p>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.</p> <p>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 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.</p> <p>The guarantee amount for the offer constitutes 1% of the value of the offer without VAT.</p>	
	Guarantee of good execution	<p>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:</p> <p>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.</p> <p>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.</p> <p>The guarantee amount for the offer constitutes 1% of the value of the offer without VAT.</p>	Mandatory
	Requirements from the bidder	<p>The bidder will assure the following Requirements:</p> <p>3.1 Firm overview:</p> <ul style="list-style-type: none"> • Structure and general capabilities of their firm. • Experience in providing services in related sector wine marketing. • Timescale – must be delivered for a launch in March-April 2023. <p>3.2 Proposed Team:</p> <ul style="list-style-type: none"> • 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. <p>3.3 Considerations:</p> <ul style="list-style-type: none"> • Description of the services you can provide in relation to the assignment defined above; 	Mandatory

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: BAP no. 20 of 10.03.2023.

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:

1 Requirements from the bidder

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.
- Timescale – must be delivered for a launch in March-April 2023.

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).

Submission deadline: until the deadline for submission of tenders set within the SIA RSAP (M-tender) electronic platform.

Responsible person: _____

