

## NOTICE OF PARTICIPATION


on procurement: **Communication&PR Services for Wine of Moldova in Netherlands**


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:

Nr. d/o	Cod CPV	Name of Services	Unit of measurement	Quantity	Full Technical Specifications Requested by the Contracting Authority	Estimation Value
<b>Lot 1. Promotion activity towards buyers and importers</b>						
1.1		Press release / newsletter	Service	1	<p>Starting the campaign and cooperation by sending out the message that the Agency is selected as our partner representing Wines of Moldova in the Netherlands.</p> <p>Send out a press release towards the Dutch wine and food media and a dedicated newsletter to retailers, importers and other professionals like sommeliers. Respond to the buyers if buyers are already interested in wines from Moldova so the Agency will have a first short list of interested companies.</p> <p>Share with ONVV contact details of Agency's partners from Food and Wine Republic so ONVV can decide if we will enter new markets in future (in Benelux, Sweden, Denmark, Germany, UK, France, Switzerland, Italy, Spain, Poland and last but not least USA.</p> <p><a href="https://foodandwinerepublic.com/">https://foodandwinerepublic.com/</a> .</p>	

					<p>In the press release the Agency will introduce our wine country in general. In the importers newsletter the Agency will make a relevant selection of your database of importers and send them a newsletter to introduce the Dutch campaign 2023 for Wines of Moldova. It will include:</p> <ul style="list-style-type: none"> <li>• Information and meeting possibilities.</li> <li>• The opportunity to receive a box with 4 Moldovan wines of wineries that are looking for distribution in The Netherlands, to taste at their own office. They can fill on a Google doc what their preference is in color and grape. We will send them the selection and follow up after 3 weeks to receive their feedback and send sales information.</li> <li>• Wine importers*: distinguishing approx. 25 larger importers and 75 mid-size importers. Starting with these first hundred skipping the few hundred boutique and hobby wine importers.</li> <li>• The Agency will hand out a report with all reactions and send this to you as our contact person, if buyers reaches out directly to the producers and they will share this with ONVV and ONVV with the Agency so we can keep the database up to date.</li> </ul> <p><b>Types of communication and activities</b></p> <ul style="list-style-type: none"> <li>- Newsletter</li> <li>- Google doc form</li> <li>- Sampling of wines (boxes, tasting sheets, brochure)</li> <li>- Follow up with sales information</li> </ul> <p><b>Suggested timing:</b> March-April 2023</p>	
1.2		<b>Sommelier masterclass with Moldovan representant in historical setting</b>	Service	1	<p>To reach the professional audience the Agency should plan to focus on sommeliers through a sommelier masterclass.</p> <p>The masterclass will be hopefully led by a Moldovan winemaker or ONVV representant.</p> <p>Having a local profesionist hosting the session will help to emphasize the traditions in Moldovan winemaking, the local grape varieties and viticulture. The venue for the masterclass will hopefully be a location such as a cellar or a monastery/fortress to create the link with the multiple monasteries and underground cellars in Moldova. The</p>	

					<p>focus of the masterclass is local grape varieties of Moldova.</p> <p>The audience of the masterclass will be 20-25 sommeliers and the duration of the masterclass will be 1,5 hours. Afterwards will be served lunch.</p> <p><b>Possible Locations</b></p> <ul style="list-style-type: none"> <li>- <a href="#">Kargadoor cellars in Utrecht</a></li> <li>- <a href="#">Fort Zuid Beemster</a></li> <li>- <a href="#">Tobacco Theater Amsterdam</a></li> </ul> <p><b>Types of communication</b></p> <ul style="list-style-type: none"> <li>- Invitation</li> <li>- Tasting sheets</li> <li>- Presentation</li> <li>- Instagram posts</li> </ul> <p><b>Suggested timing:</b> Monday in April or May 2023: 10.00 – 11.30 masterclass, 11.30 – 13.00 lunch</p>
1.3		<b>Press dinner with iconic wines from Moldova</b>	Service	1	<p>To be as efficient as possible with time and budget, ONVV suggest to do a press dinner on the same day as the sommeliers masterclass.</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>The audience for this dinner will be 20-25 wine journalists and bloggers, as well as several culinary bloggers with interest in wine.</p> <p><b>Suggested timing:</b> Monday in April or May 2023: 16.00 – 17.30 masterclass, 17.30 – 19.00 dinner</p> <p><b>Types of communication</b></p> <ul style="list-style-type: none"> <li>- Social media channels</li> <li>- Online blogs of attendees</li> <li>- Posts of the attendees</li> </ul>
1.4		<b>Sampling with wines from Moldova to influencers and journalistes</b>			<p>Sampling with Wines from Moldova in May to another group of journalists then the ones invited to the press lunch. Sending this sampling to 25 travel and lifestyle blogger and journalists. The box will include 3 different wines, one local white grape variety, one local rosé and one local red grape variety.</p> <p>Normally it will include a theme in the sampling box, this could be the following:</p> <p><b>Idea 1: Moldovan music</b> The idea is all about the tradition of Moldovan music. This box will also</p>

					<p>include a flyer about the 3 wines and the tradition, so the bloggers learn more about the country. How does this work? When they open the box, Moldovan music will start playing and they immediately indulge themselves in the Moldovan festivities. Also, a QR code will send them to a videoclip on YouTube showing the Wines of Moldova performing.</p> <p>Moldova is known for it's celebrations and great wines and that is what we want to communicate to the bloggers.</p> <p><b>Types of communication</b></p> <ul style="list-style-type: none"> <li>- Flyer with information about the wines and tradition</li> <li>- Instagram posts</li> <li>- Wines from Moldova</li> </ul>	
1.5		Press trip	Service	1	<p><b>Press trip focusing on National Wine Day</b></p> <p>As wine tourism is the most</p>  <p>flourishing branch of the entire Tourism industry of Moldova, we suggest to emphasise this, through a press and bloggers trip.</p> <p>Press trip will be for 5-10 press, influencers, to visit the vineyards and wineries of Moldova during the first week of October. A combination of media will be invited to this trip to highlight all the facets Moldova has to offer. The press will be surprised about history and traditions of the country, vineyards, different wines and all the activities around 'National wine day' which is this year on the 7<sup>th</sup> of October. The Agencet will have a Dutch photographer joining the trip, so they will have enough content for social media for coming 2 years.</p> <p>Inviting 5-7 journalists/bloggers and 1 photographer, escorted by consultant of Agency, suggested titles:</p> <ul style="list-style-type: none"> <li>- NRC, MMW - Esmee Langereis (wine journalist)</li> <li>- The Wine Spice Girl – India Donisi (wine blogger)</li> <li>- Dagblad van het Noorden – Jacques Hermus (wine and travel)</li> <li>- Telegraaf – Barbara Verbeek (wine)</li> </ul>	

					<ul style="list-style-type: none"> <li>- FavorFlav – Sharon van Lokhorst (culinary/wine/lifestyle)</li> </ul> <p>The selection of professional 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><b>Suggested timing:</b> The trip will take 4 days – Thursday till Sunday, preferably from 5 October to 8 October. Although it might make sense to do the press trip before summer.</p> <p><b>Types of communication</b></p> <ul style="list-style-type: none"> <li>- Social media Agency and Wines of Moldova</li> <li>- Online blogs of attendees</li> <li>- Articles after the press visit</li> <li>- Posts of the attendees</li> </ul> <p><b>Alternative</b></p> <p>If for any kind of reason the situation doesn't allow to travel with journalists to Moldova the Agency will arrange a setting at a professional tasting event or presence at a consumer wine festival.</p>  <p>This would be a smaller set up were professionals or in the other case consumers can get acquainted with your wines. A few possibilities are:  <b>Gastvrij Rotterdam:</b> Second largest Horeca professional fair in the Netherlands  <b>Bacchus Amsterdam:</b> 6 Days open air wine festival (two weekends) in the park in Amsterdam  <b>Amsterdam Wine Festival:</b> Festive wine festival at Industrial location in Amsterdam</p>	
1.6	Social media assistance	Service	1	Assisting and managing Wine of Moldova on Social Media. For the Netherlands this means it would make sense to concentrate on Instagram. For this, in general there are two flavours to choose from: the agency will provide English content which ONVV can share on existing platform or create a		

				<p>Dutch separate Instagram page. The Agency will recommend the best way to go with.</p> <p><b>Strategy</b> The Agency will create one-year strategy on SMM and post plans and send these for approval to ONVV, Including advertisement planning.</p> <p><b><u>SOCIAL MEDIA TRENDS</u></b></p> <p><b>Targeting</b> We see the importance of interaction increasing again this year. Partly because of the big changes in advertising-land. As it becomes more difficult to target on personal preferences and profiles, the agency needs to find different manners to target our audience. One way to do that is to target on engagements. In other words, targeting people who have previously engaged with our content.</p> <p><b>Create fun, bite-sized Reels</b> Now that Instagram is heavily promoting Reels, we can take advantage of this trend by posting reels to gain more visibility on the platform. Since it also looks at whether people watch a Reel to the end, we need to keep these videos as short as possible so that people are more likely to watch the entire Reel.</p> <p><b>Get the timing right</b> Since interactions are a strong factor in the ranking by the Instagram algorithm, we need to get as many likes and comments as possible within the first few seconds after posting our content. Therefore, it is important to reach followers when they are the most active and subsequently most likely to interact with the posts and Stories.</p> <p><b>Invite Story interactions + post interactions</b> Increasing engagement can work, by posting stories with a choice option in the form of a poll. The Agency will create content that drives a sufficient number of likes, shares, comments and even saves.</p> <p>Deliverables: Mounthly report</p>	
<b>Estimated Value without VAT Euros</b>					<b>40 000</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: 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
Technical 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: 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 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.	Mandatory
Guarantee of good execution	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.	Mandatory

		The guarantee amount for the offer constitutes 1% of the value of the offer without VAT.	
	<b>Requirements from the bidder</b>	<p>The bidder will assure the following Requirements:</p> <p>3.1 Firm overview:</p> <ul style="list-style-type: none"> <li>Structure and general capabilities of their firm.</li> <li>Experience in providing services in related sector wine marketing.</li> </ul> <p>3.2 Proposed Team:</p> <ul style="list-style-type: none"> <li>Confirmation of ability to deploy the team and start working immediately upon appointment;</li> <li>Individuals to be directly involved in the account and their respective roles;</li> <li>Background and relevant experience of these individuals.</li> </ul> <p>3.3 Considerations:</p> <ul style="list-style-type: none"> <li>Description of the services you can provide in relation to the assignment defined above;</li> </ul>	<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):

                     -                                           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:

Requirements from the bidder

The bidder will assure the following Requirements:

Firm overview:

- Structure and general capabilities of their firm.
- Experience in providing services in related sector wine marketing.

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.

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: \_\_\_\_\_

