



REAL PEACH FLAVOR, TRULY EUROPEAN QUALITY

Processed Peach from Greece.
Promotion of European canned peaches in Canada, the USA and Mexico

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THE EUROPEAN UNION SUPPORTS
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Date: 26/05/2026

INVITATION TO TENDER NOTICE – PTG AMERICA (2026-04)

The company under the name “G. TAKIS & Co. G.P.” and the trade name “PROMESA”, legally represented by Mr. Georgios Takis, acting as the Implementing Body of Project No. 101194209 – “PeachTheGreatAmerica” (Promotion of European canned peaches in Canada, the USA and Mexico), and the company “Network of Greek Fruit Canning Industries S.A.” (DELKOF S.A.), as Beneficiary, legally represented by Mr. Konstantinos Apostolou

invites

any interested service provider to submit an offer for the implementation of the following activities of the approved project, in accordance with the provisions of the applicable legislation and the guidelines of the Ministry of Rural Development and Food:

Regarding Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries, and repealing Council Regulation (EC) No 3/2008,

Regarding Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries,

Regarding Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for the application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries,

Regarding Article 3(1) of the Ministerial Decision No 3721/352488/22.11.2022 of the Minister of Rural Development and Food,

Regarding the Joint Ministerial Decision No 3336/26.07.2023 of the Prime Minister and the Minister of Rural Development and Food (Government Gazette Y.O.D.D. 757): “Appointment of the Secretary General of Agricultural Development and Food of the Ministry of Rural Development and Food.”

A. CONTRACTING AUTHORITY AND PROJECT SCOPE

A1. Contracting Authority Details

Contracting Authority is the company G. TAKIS & Co. G.P., under the trade name PROMESA, headquartered in Thessaloniki, 19 P.P. Germanou Street, Postal Code 54622, Greece, VAT No.: EL 800360019, Tax Office D’ Thessaloniki. The company acts as the Implementing Body of the approved project No. 101194209– “PeachTheGreatAmerica” (Promotion of European canned peaches in Canada, the USA and Mexico), submitted under the call AGRIP-SIMPLE-2024-TC-AMERICAS, within the framework of Regulation (EU) No 1144/2014 of the European Parliament and of the Council, Commission Delegated Regulation (EU) 2015/1829, and Commission Implementing Regulation (EU) 2015/1831.

A2. Procurement Procedure Details and Regulatory Framework

This Call is conducted in accordance with Regulation (EU) 1144/2014 of the European Parliament and of the Council, Regulation (EU) 2015/1829 and Regulation (EU) 2015/1831 of the Commission, Interventions P2-58.4 and P2-58.5 of the CAP Strategic Plan 2023-2027, Law 4412/2016 “Public Procurement of Works, Supplies and Services (adaptation to Directives 2014/24/EU and 2014/25/EU)” (A’ 147), Joint Ministerial Decisions No. 419/18559/17.02.2017 (B’ 855), 571/199875/09.07.2024 (B’ 4075) and 572/199920/09.07.2024 (B’ 4074), as in force, the AGRIP SIMPLE MGA – Multi & Mono Grant Agreement Template, and Circular 202067-240725 entitled “Guidelines for the avoidance of conflicts of interest and determination of the subcontractor selection procedure – Information and promotion programs for agricultural products and wine.”

The implementation of the action(s) will be awarded based on the most economically advantageous offer, according to the best quality-price ratio and in accordance with the selection and award criteria described herein.

The selection of subcontractors is carried out through an open procedure, following the publication of a Call for Expression of Interest conducted by PROMESA.

A3. Summary Description of the Physical and Financial Object of the Projects

This specific Tender Notice concerns the provision of services for the implementation of the action(s) of Project No. 101194209 – “PeachTheGreatAmerica” (Promotion of European canned peaches in Canada, the USA and Mexico).

Through this Tender Notice, the implementation of activities in the target country, U.S.A., is requested, as follows:

Activity	Description	Deliverables	Budget
W.P. 6.2: B2B meeting			
B2B Meetings, Seminars, Workshops	Organization of a B2B event in the U.S.A. (New York), which will include product presentation and will be addressed to business partners and opinion leaders.	Photographic and video material, event implementation certificate, lists of invited and attending participants, overall report of the event.	17,500.00 Euros
TOTAL BUDGET OF ACTIVITIES			17,500.00 Euros

Offers shall be submitted for the total of the above-described action(s).

For the implementation of the above action, the subcontractor's obligations are:

- Identifying and inviting 20 guests from the requested target groups
- Find venue: a hall room in a hotel or an elegant restaurant
- Guest speakers: Nutritionist - 10 min. presentation focused on the nutritional value of the promoted product and the way of adapting processed peaches to consumers' diet.
- Chef: live cooking show during which the chef recommends and prepares 1-2 recipes with the promoted products.
- Dinner for ≈ 20 guests (menu will include dishes with the promoted products)
- 1 hosting person during the event
- Photo & video coverage
- Printing out 2 banners (graphics provided by our team)
- Audio visual equipment
- Sending invitations (content by our team)
- Publishing of 1 post event press release in at least 2 online relative magazines

A4. Deadline for Submission of Offers

The deadline for the submission of offers is on Friday, May 29th, 2026, at 09:00 a.m.

A5. Publicity

This Call will be published on PROMESA website: <https://promesa.gr/>

A6. Duration of Activities and Offer Validity

The implementation of the action(s) will take place during the period of the Summer Fancy Food Show in New York, taking place from 28 to 30 June 2026. Each submitted offer shall bind the participant for the entire duration of the 1st programming year, i.e., until 30/06/2026.

B. GENERAL AND SPECIFIC TERMS OF PARTICIPATION

B1. General Information

The specific document is entitled as Invitation to Tender Notice for the project concerning the provision of services for the implementation of action(s) of the approved Project No. 101194209 – “PeachTheGreatAmerica” (Promotion of European canned peaches in Canada, the USA and Mexico).

The above-mentioned document is available electronically at the addresses indicated above (see section A5). Any request for clarification must be submitted electronically to info@promesa.gr no later than two (2) calendar days before the deadline for submission of offers and will be answered in writing within a reasonable period. Requests for clarification submitted by any other means will not be considered.

All documents concerning this procedure and all documents related to the implementation of the projects to be awarded must be submitted in either Greek or English.

C. TENDER SUBMISSION PROCEDURE

C1. Deadline / Method of Submission of Offers

The tender documents must be submitted by the deadline and time specified in Paragraph A4 of this Call, to the email address info@promesa.gr.

C2. Structure / Content of the Tender Dossier

Offers must be submitted in an electronic folder, and the subject of the email should state the following: *“Offer from [Company Name] for the Call for Expression of Interest PTG AMERICA (2026-04) dated 26/05/2026.”*

D. EVALUATION OF OFFERS AND AWARD OF PROJECTS

D1. Evaluation of Offers

The evaluation committee will convene on the same day, specifically on Friday, May 29th, 2026, at 11:00 a.m., to assess the offers and select the subcontractor.

Upon opening the tender documents, the evaluation committee records the names of the tenderers in the evaluation minutes and then proceeds to evaluate the contents of the dossier.

As described in section A2 of this document, the award criterion is the most economically advantageous offer based on the best quality-price ratio, and with regard to the completeness of the implementation of the requested activities, the following qualitative criteria are taken into account:

Evaluation Area		No	Criterion	Maximum Score
A	Economic and financial capacity	1	Certificate of turnover for the last three years, for the purpose of assessing financial viability.	5
B	Technical and professional capacity	1	Brief description of the main projects/services implemented during the last five years, accompanied by certificates of proper execution and completion of all works.	8
		2	Profile of the key personnel who will be involved in the implementation, highlighting the relevant academic qualifications and professional experience, including the CV of the team leader.	7
C	Quality of the proposed project	1	Presentation of the partnership proposal, focusing on the key features of implementation and the realistic implementation timeline.	17
		2	Level of understanding of the project (comprehension of specific project requirements – clarity of work) – description of how tasks will be executed.	15

		3	Completeness and reliability of the proposed methodology to ensure the quality of the offered project – description of the implementation approach.	13
D	Financial offer	1	Detailed presentation of the budget for activities.	35

Total score for subcontractor selection:

$$S = A1 + (B1 + B2) + (C1 + C2 + C3) + D1$$

The subcontractor with the highest score will be selected. In case of a tie, the subcontractor with the highest score in criterion D1 will be selected. If a tie remains in criterion D1, the subcontractor with the highest score in criterion C1 will be selected.

Upon completion of the evaluation of the technical and financial offers, the evaluation committee ranks the offers based on the above criteria. Subsequently, the tenderer whose offer is deemed the most economically advantageous is declared as the subcontractor for the implementation of the action(s). These decisions are recorded in the evaluation minutes, in which the evaluation committee provides sufficient justification for its selection in accordance with the above.

D2. Award – Contract Conclusion

Promesa shall notify in writing the award decision for the implementation of the action(s) to each tenderer who has submitted an acceptable offer for this project.