

The Bulgarian National Vine and Wine Chamber opens a tender on promotion of wine as an EU value

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INVITATION TO TENDER, SERVICES PROCUREMENT NOTICE

The Bulgarian National Vine and Wine Chamber invites interested parties to tender as the Implementation Body for a project called 'Promoting the EU Value Proposition for Wine' which will undertake a synergistic series of promotion and information measures designed to increase sales of the specific Regional Wines from the EU (Bulgaria) targeted specifically to the markets of Great Britain and Ireland.

This 3 year Project Proposal to the European Commission is part of the EU Support Programme for promotion of EU agricultural products on the internal market under the funding scheme for Promotion Programmes Co-Financed by the EU (Council Regulation (EC) No 3/2008 and Commission Regulation (EC) No 501/2008).

The purpose of the programme is to raise awareness about EU initiatives that guarantee quality of Regional Wines, to countermand negative consumer and distributor perceptions, to significantly increase competitiveness of the wines in the markets of Great Britain and Ireland, thereby to significantly increase sales.

Candidates are invited to declare their interest by 15.00 hrs Wednesday January 7th 2009, by writing to the Project Manager. Tender documents outlining the contract specification, conditions of participation, provisional timetable, selection and award criteria and application details will be sent to all candidates applying to this Invitation to Tender.

Project Manager

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