INVITATION TO PARTICIPATE IN TENDER PROCEEDINGS

**THE UNION OF MEAT INDUSTRY PRODUCERS AND EMPLOYERS (UPEMI) – consortium leader and** **ASSOCIATION OF IMATHIA’S AGRICULTURAL COOPERATIVES (ASIAC) – consortium member**

invite to participate in a proceeding to identify an entity, which will develop concepts and conduct an evaluation study of a three-year information and promotion program on fresh, chilled or frozen beef and pork and food products made on the basis of these products, as well as canned peaches and fresh kiwifruit entitled "EU Good Food-Good Life. “EU Good food-good life” (“EUgoodfood”) in the markets of South Korea and Vietnam. **The total value of the program's budget to be used is EUR 96,757.72 net** (including the costs of preparation and implementation of the activities described in Appendix 1 and the remuneration of the research entity). The indicated budget does not include VAT.

The proceeding shall be conducted on the basis of the provisions of the Civil Code of April 23, 1964 (Journal of Laws item 1740, dated 8.10.2020, as amended) articles 701 - 705, in accordance with the principles of fair competition.

The program will be implemented within the framework of the multi programs “Information and promotion activities for agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No. 1144/2014”. Detailed rules for applying for EU funding and accounting for the program are set forth:

* Regulation (EU) No. 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information and promotion measures for agricultural products to be implemented on the internal market and in third countries, and repealing Council Regulation (EC) No. 3/2008 (OJ L 317, 4.11.2014, p. 56);
* Commission Delegated Regulation (EU) 2015/1829 of April 23, 2015 supplementing Regulation (EU) No. 1144/2014 of the European Parliament and of the Council on information provision and promotion measures for agricultural products implemented on the internal market and in third countries (Official Journal of the EU L 266 of 13.10.2015, p. 3);
* Commission Implementing Regulation (EU) 2015/1831 of October 7, 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 for agricultural products to be implemented on the internal market and in third countries (OJ L 266, 13.10.2015, p.14).
* Guidelines for the competition procedure of July 7, 2016, as defined by the European Commission in document ref. DDG1.B5/MJ/db D(2016)3210777.
* Title VII of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018. on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No. 1296/2013, (EU) No. 1301/2013, (EU) No. 1303/2013, (EU) No. 1304/2013, (EU) No. 1309/2013, (EU) No. 1316/2013, (EU) No. 223/2014 and (EU) No. 283/2014 and Decision No. 541/2014/EU, and repealing Regulation (EU, Euratom) No. 966/2012.

The Terms of Reference (SIWZ), along with its attachments such as a sample bid form, program description, and model of the Important Provisions of the Agreement can be found on UPEMI's website: www.upemi.pl, under Request for Proposal.

Documents should be submitted to the address of the Consortium Leader:

**THE UNION OF MEAT INDUSTRY PRODUCERS AND EMPLOYERS (UPEMI)**

Solec 18 / U51 , 00-410 Warsaw

**The deadline for submitting bids is May 12, 2025 at 12:00 p.m.**

If you have any questions, please contact UPEMI by email at [a.krzyzak@upemi.pl](mailto:a.krzyzak@upemi.pl) and [a.zeglinska@upemi.pl](mailto:a.zeglinska@upemi.pl)