
INVITATION TO PARTICIPATE IN THE TENDER PROCEDURE

The **UNION OF PRODUCERS AND EMPLOYERS OF MEAT INDUSTRY (UPEMI)** - the consortium leader, and the **ASSOCIATION OF IMATHIA'S AGRICULTURAL COOPERATIVES (ASIAC)** - a consortium member, invite you to participate in the procedure aimed at selecting an entity that will develop the concept and conduct an evaluation study of a three-year information and promotion program concerning fresh, chilled, or frozen beef and pork, as well as food products based on these products, and canned peaches and fresh kiwi, titled "EU Good food - good life" ("EUgoodfood") in the markets of South Korea and Vietnam.

The total program budget available amounts to EUR 96,757.72 net (including the costs of preparation and implementation of the activities described in Annex 1 and the remuneration of the research entity). The specified budget does not include VAT.

The procedure is conducted under the provisions of the Civil Code of April 23, 1964 (Journal of Laws, item 1740 of October 8, 2020, as amended), Articles 701–705, in compliance with the principles of fair competition.

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

1. Regulation (EU) No 1144/2014 of the European Parliament and of the Council of October 22, 2014, on information and promotion actions concerning agricultural products implemented in the internal market and third countries, and repealing Council Regulation (EC) No 3/2008 (OJ L 317, 4.11.2014, p. 56);
2. 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 and promotion actions concerning agricultural products implemented in the internal market and third countries (OJ L 266, 13.10.2015, p. 3);
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 and promotion actions concerning agricultural products implemented in the internal market and third countries (OJ L 266, 13.10.2015, p. 14);
4. Guidelines on the call for proposals procedure dated July 7, 2016, defined by the European Commission in document DDG1.B5/MJ/db D(2016)3210777;
5. Title VII of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of July 18, 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 Specification of Essential Terms of the Contract (SIWZ) along with its annexes, such as the offer form template, program description, and template of Essential Provisions of the Agreement, can be found on the UPEMI website: www.upemi.pl, in the "Inquiries" section.

Documents should be submitted to the address of the consortium leader:

Union of Producers and Employers of Meat Industry Al. Ujazdowskie 18, Apt. 16 00-478
Warsaw, Poland

The final deadline for submitting offers is March 14, 2025, at 12:00 PM.

For questions, please contact UPEMI at the email addresses: **a.krzyzak@upemi.pl** and **a.zeglinska@upemi.pl**.

Link to the announcement:

<https://www.upemi.pl/zapytania-ofertowe/ogloszenie-zo/>