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Selection of the implementing body S1

Support for the implementation of a promotional campaign in favour of Maize and Sorghum seeds in the French, Polish, German, Romanian and Hungarian markets.

CONTRACTING ORGANISATION:

F.N.P.S.M.S. – Fédération Nationale de la production de semences de maïs et de sorgho.

Siège social: 21, chemin de Pau, 64121 MONTARDON, France.

SUBJECT:

The contracting organisation, together with PZPK, plans the realisation of a promotional campaign in favour of maize and sorghum seeds in the French, Polish, German, Romanian and Hungarian markets. Through various activities, the campaign will promote Maize seeds in the French, Polish, and German markets, and sorghum seeds in French, Polish, Romanian and Hungarian markets.

DURATION OF THE CONTRACT:

3 years (01/01/2025 – 31/12/2027)

DESCRIPTION:

About the FNPSMS

The FNPSMS (the French National Federation of Maize and Sorghum Seed Production) is an interprofessional organisation that includes all operators involved in the production of maize and sorghum seed in France – namely seed companies and multiplication growers. They all share the same objective: to enhance French production in technical and economic terms, to contribute to the development of the industry in France and abroad, and to act together as a representative body before the French and EU authorities.

About the two crops

Maize is the 2nd most widely grown cereal in the world. The biggest producers in terms of tonnage are the United States, China, Brazil, and the European Union. A versatile crop, maize is used in many forms including as animal feed, food for human consumption, as well as non-food uses such as starch, oil, biogas, bioethanol, biomaterials, etc. In 2022, maize was grown on 15,15 million hectares of land in the EU-27 (representing 15% of the EU's arable land and 7% of global maize acreage). In Europe, variety innovation through selection made by seed companies allowed for impressive genetic improvements in EU-grown maize. Resistance to certain diseases, more resilience to climate accidents, upgraded efficiency in carbon capture, and optimisation in water consumption are among the main benefits of such selection.

Sorghum is the 5th most widely grown cereal in the world. The main producers in terms of tonnage are Nigeria, the United States, and Ethiopia. A low-input crop, sorghum combines productivity with respect for the environment and the conservation of water resources. Sorghum is a relatively new crop in Europe, but one that is expanding rapidly. The EU has strong development potential for sorghum, both in terms of sorghum production (the EU is

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an importer) and seed production (the EU is in a position to increase the volume of its exports).

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Objectives of the promotional campaign

With a promotional campaign oriented towards the specialised public ('B2B' including farmers, breeders, opinion-leaders, consultants, and transformers), **they key objectives are:** **I)** Acreage cultivated in maize and sorghum: Increase maize and sorghum acreage in targeted countries; **II)** Consolidate and develop the EU seed market share: Promote high quality seeds within the internal market highlighting the added value of EU origin; and **III)** Knowledge improvement among the target public: Improve the reputation and perception of both maize and sorghum through targeted, concrete and effective messages.

The campaign will address to a professional audience specialized for agricultural sector. Farmers are the most important target; they are farmers specialized into cereal and/or milk production. The technician specialists, and distributors are also a major target for our campaign as opinion leaders for the farmers choice of crops. Our other targets includes institutions, farmers associations, feed producers and food processing industries are also targeted to influence them choice of grain for processing activities.

Subcontracting activities

Given its experience in implementing agricultural promotion programmes, the contracting organisation will itself carry out some of the actions included in the promotion programme. The remainder of the actions will be delegated to the selected agencies, and will cover the following: ¹

- The **agency in charge of lot 1** will work on the implementation of events and public relation activities (WP2, and WP6). Among other things, the agency will ensure the implementation of the actions, follow the budget, follow up on subcontractors and realise the deliverables and reports for the actions implemented. It will likely be an events agency specialised in agriculture.

WHO CAN PARTICIPATE AND MODALITIES FOR SUBMISSION:

One agency will be selected for this call. It will be selected following the rule of best value for money, the respect of the conditions mentioned here below and the respect of the deadline to provide all document mentioned in section "**COMPULSORY SUPPORTING DOCUMENTS TO BE PRODUCED BY CANDIDATES**".

Application will be sent using registered mail with a return receipt or delivered in person against a return receipt at the following address:

FNPSMS
23-25 Avenue de Neuilly,
75116 PARIS.

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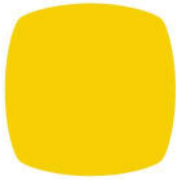
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¹ A description of the proposed Work Packages and the tasks associated with the mis presented in the annex to this call.



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A digital version should also be sent to Anna KOLAKOWSKA at anna.kolakowska@fnpsms.fr, Valérie BROCHET at valerie.brochet@fnpsms.fr, Martin GOMEZ at martin.gomez@fnpsms.fr and to Teresa Nowacka at pzpk@kukurydza.info.pl

For additional context on the background of the programme, the full text of section B6 of the application file (Description of activities and analysis of budget positions) will be made available to all candidates requesting it by email to martin.gomez@fnpsms.fr.

All applications sent after this date (normal mail, registered mail, Chronopost, courier, or any other delivery method) will not be taken into account by the announcers. The applicant is responsible for the proper sending of their application before the deadline.

DEADLINE FOR THE RECEIPT OF APPLICATIONS:

12th of April 2024

CONDITIONS:

1. This tender concerns an agricultural promotion programme cofinanced by the European Union under the Promotion of EU Agricultural products funding instrument (AGRIP). The possible award of the cofinancing will be based on the submission of the dossier by the FNPSMS and its co-beneficiary PZPK by the proposed deadline of 14 May 2024 and subsequent evaluation by the Commission. The actions listed in this tender will be only subject to completion if the responsible services from the Commission confirm the receipt of the grant by the beneficiaries and following the signature of the Grant Agreement.

2. In case of a negative responsive by the responsible services of the Commission on the award of the grant, this tender will be considered null and void.

3. Agencies wishing to apply must have a French-speaking contact.

4. If the agency considers that it is managing a budget for an operator in the same sector or a sector or organisation that may present a conflict of interest, prior agreement authorising the agency to compete must be given by the advertiser. In the event that the agency is selected, prior agreement will also be required before accepting a budget for an operator in the same sector or from a sector or organisation that may present a conflict of interest.

5. The creations of the agency selected are, after remuneration for the work effected, the property of the advertisers, without limitation of time or place, and for use through any communication technique and any media.

6. The contracting organisation reserves the right to use the concepts, materials and creations (visuals, logos, slogan, domain name), as part of all its campaigns and collective structures without time limitation.

7. The overall budget for the campaign, including fees, amounts to a total of €1.969 million including VAT over three years. Based on the proposed activities in the various work packages of the project campaign, estimated costs for subcontracting will be as follows:

- Lot 1 - Events and Public Relation: EUR 356 000 over three years

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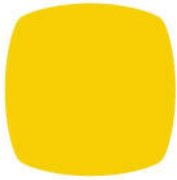
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The costs are mentioned as an indicative basis and will be adjusted during the finalization of the description of the different actions in agreement between the implementing body and the coordinator.

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DESCRIPTION OF THE ACTIVITIES TO BE PERFORMED:

A description of the activities is annexed to this call for all work packages and the tasks associated included in lot 1.

COMPULSORY SUPPORTING DOCUMENTS TO BE PRODUCED BY CANDIDATES:

Documents to be provided in French or English.

1. A declaration on the honour of the candidate or candidates (in the case of a group), duly dated and signed by the candidate, to justify:

- a) they have satisfied the fiscal and social obligations of their country;
- b) not to have been convicted, in the course of the last five years, of any of the offences referred to in articles L 324-9, L 324-10, L 341-6, L 125-1 and L 125-3 of the Labour Code, as recorded in bulletin no. 2 of the criminal record, or of an equivalent procedure governed by foreign law;
- c) it is not in a state of compulsory liquidation within the meaning of Article L. 620-1 of the French Commercial Code or an equivalent procedure governed by foreign law;
- d) it has not been declared personally bankrupt, within the meaning of Article L. 625-2 of the French Commercial Code, or an equivalent procedure governed by foreign law; or
- e) it has not been admitted to legal redress, within the meaning of Article L. 620-1 of the French Commercial Code, or to an equivalent procedure governed by foreign law, without being able to prove that it is authorised to continue trading for the foreseeable duration of the contract.

2. A list of the main references acquired over the last 2 years for comparable multi-country operations (agricultural sector, collective and/or institutional communication), indicating the purpose, amount and duration of the services.

3. Presentation of the agency and its internal organisation.

4. The name and level of experience of the person in charge of coordinating the general service.

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5. Detailed presentation of the project team.

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6. Justification of the agency's knowledge of European markets, in particular those targeted by the contract.

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7. Presentation of any "local" relay structures that may be involved in the project for each of the countries concerned by the project, with details of the team in charge of the project.

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These elements should enable the contracting organisation to form an idea of whether the needs of the project are matched up well with the offer proposed by each candidate agency.

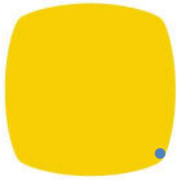
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SELECTION CRITERIA FOR APPLICATIONS (OUT OF 100 POINTS):

- Budgetary solidity (chiffre d'affaire and equity) **(10 points)**
- Creativity **(10 points)**
- Knowledge of target markets **(20 points)**
- Ability to demonstrate *motivation* **(10 points)**
- Ability of the agency to demonstrate its experience in monitoring and coordinating multi-country projects **(10 points)**
- Establishment in each of the target markets **(10 points)**
- Level of experience of the team dedicated to the project **(10 points)**
- Relevance of references presented from agricultural promotion projects **(20 points)**

CONTACT FOR QUESTIONS:

General inquiries about the project :

FNPSMS, 23-25 Avenue de Neuilly, 75116 Paris

Martin Gomez – *International Promotion Officer* – martin.gomez@fnpsms.fr

DATE OF COMMUNICATION OF THE ADVERTISER'S DECISION TO THE CANDIDATE AGENCIES:

19th of April 2024

DATE OF PUBLICATION OF THE CALL FOR APPLICATIONS:

15th of March 2024

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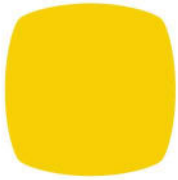
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ANNEX TO THE CALL FOR TENDER

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PROJECT	
Project name:	Promotion of EU seeds for a sustainable and autonomous Europe
Project acronym:	SustainableSeedsEU
Coordinator contact:	Martin GOMEZ, FNPSMS
Lot and WP implemented	Lot 1 – WP 2 and 6

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WORK PACKAGES INCLUDED IN THE CALL FOR TENDERS

WORK PACKAGE 2

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Work Package 2: [Public relations] (identical to the headings in the Detailed budget table)

Ensure consistence with the detailed budget table (if applicable).

Duration:	M1 – M24	Lead Beneficiary:	FNPSMS
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Objectives

List the specific objectives to which this work package is linked.

Increase awareness about Maize and Sorghum seeds production, sustainable cultural itinerary and utilisation & processing
Increase EU maize and sorghum acreage
Increase EU seeds utilisation and market shares

Activities and division of work (WP description)

Provide a concise overview of the work (planned tasks). Be specific and give a short name and number for each task. Indicate which target groups are targeted with the activities of this work package.

Show who is participating in each task: Coordinator (COO), Beneficiaries (BEN), Subcontractors (if there is subcontracting), indicating in **bold** the task leader.

Add information on other participants' involvement in the project e.g. in-kind contributions.

Note:

In-kind contributions: in-kind contributions against payment are allowed (in-kind contributions for free are not prohibited, but they are cost-neutral, i.e. cannot be declared as cost). Please indicate clearly whether in-kind contributions are against payment or free-of-charge.

The Coordinator remains fully responsible for the coordination tasks, even if they are delegated to someone else. Coordinator tasks cannot be subcontracted.

If there is subcontracting, please also complete the table below.

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T2.1	Study trip – Sorghum outlet	<p>1 Study trip in Hungary in year 1:</p> <p>The study trip will last 3-4 days. The visit will focus on the feed processing of sorghum grain in Hungary and the production of high-quality feed using a sustainable crop. The trip will be composed of visits to the production site, with testimonies of animal nutrition specialist, breeding experts and industrial stakeholders. The trip will be bind to the 4th European Sorghum Congress to illustrate the opportunities presented during the congress with concrete industrial examples of sorghum productions.</p> <p>Composition of the study trip in Hungary : The group will gather professionals of the feed and livestock sector. Those professionals will be opinion leader and decision makers able to bring</p>	FNP SMS PZP K	COO BEN	Yes, subcontractor Lot 1

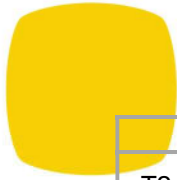
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		new projects to them companies.			
T2.2	Study trip – Variety innovation sector	<p>1 Study trip in France in year 2:</p> <p>The study trip will last 3-4 days and take place in a maize- and/or sorghum-growing region in France. The visit will focus on the agronomic innovation, sustainable practices and seed security for maize & sorghum cultivation and outlet. The trip will be composed of visits to the technical platform set in Work Package 6, testimonies of agronomic experts, and a visit to a variety selection site.</p> <p>Composition of the study trip in France: The group will gather professionals of the cereal sector, distributors, journalists and institutional. Those professionals will be opinion leader able to relay the promotion of European seeds in them market.</p>	FNP SMS PZP K	COO BEN	Yes, subcontractor Lot 1

Outputs and estimated budget

List the outputs for each year. Refer only to major outputs. Do not include minor sub-items, internal working papers, meeting minutes, etc. Limit the number of outputs to max. 10 per year.

Show the budget for each year (ensure consistency with the Detailed budget table).

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	T 2.1 1 study trip to Hungary for 20 participants	T 2.2 1 study trip to France for 20 participants	
Estimated budget	<p>Estimated budget covers:</p> <p>Accommodation, International and local transport, Organisation of visits, Average cost per participant to cover variation between participants travelling to Hungary, Translators (4 translators per trip), Study trip programme, and Study trip invitation.</p> <p>Total: €55,000</p>	<p>Estimated budget covers:</p> <p>Accommodation, International and local transport, Organisation of visits, Average cost per participant, 5 nights for 4 full days of visits and 2 days of travel, Translators (4 translators per trip), Study trip programme, and Study trip invitation.</p> <p>Total: €55,000</p>	
Subtotal for activity 1	EUR 55,000	EUR 55,000	EUR 0,00
and/or			
Total for the Work Package	EUR 55,000	EUR 55,000	EUR 0,00

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WORK PACKAGE 6

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Work Package 6: [Events] (identical to the headings in the Detailed budget table)

Duration:	M1 – M36	Lead Beneficiary:	FNPSMS
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Objectives

Increase Awareness about maize and Sorghum seeds production, sustainable cultural itinerary and utilisation & processing
 Increase EU maize and sorghum acreage
 Increase EU seeds utilisation and market shares

Activities and division of work (WP description)

Task No (continuous numbering linked to WP)	Task Name	Description	Participants		In-kind Contributions and Subcontracting (Yes/No and which)
			Name	Role (COO, BEN, AE, AP, OTHER)	
T6.1	Agricultural exhibitions	Stands dedicated to maize/sorghum and its cultivation will be set in agricultural exhibitions to create interactions with visitors and to facilitate the dissemination of promotional material and generated communication tools (brochures or booklets, promotional video). Exhibitions will be selected for their popularity and their interest for our target audiences. There will be 4 participations to exhibitions in year 1, and 3 in years 2 & year 3. This will allow to cover all countries of the programme giving particular attention to the German, Polish and French markets.	FNP SMS PZP K	COO BEN	Yes, Subcontract or Lot 1
T6.2	Conferences	There is a strong demand for technical training and conferences that is not completely addressed by other events. Each technical conference would be held over half a day, and bring together a group of 50-100 targeted professionals (opinion leaders, farmers). The format and the topics will be adapted according to each audience (technical issues, highlighted varieties, weather conditions, promising outlets on that market, etc.). The importance of this dialogue is the reason why an external speaker (expert of the crop and knowledgeable about the audience) will be invited and budgeted for each conference. Overall: 2 conferences will be organised per year during the participation of FNPSMS to exhibitions,	FNP SMS PZP K	COO BEN	Yes, Subcontract or Lot 1

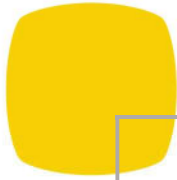
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		<p>congresses and other events.</p> <p>1 technical conference on the technical platform will be organised in year 2.</p> <p>3 technical trainings per year will be held in Poland, due to high demand of local farmers and low organisation costs (50 participants/training).</p>			
T6.3	Field days	<p>A Platform will concretely demonstrate, in fields, in a comparative way, the assets of several varieties of EU maize and sorghum seeds and display their range of adaptability. These Platforms will allow for the organisation of “Field Days”, which are events targeting a group of local farmers and other professionals / opinion-leaders, in order to concretely and locally demonstrate the assets of EU maize & sorghum seeds in their region. These events provide a good platform for the distribution of technical guides, holding technical discussions on technical questions and crop management techniques, as well as for networking among the local maize community. 500 visitors per Platform are expected in total. The Platform and Field Days will only be organised in Poland, where the demand for such events is high and the organisation costs affordable.</p>	PZPK	BEN	No
T6.4	Technical Platforms	<p>Like Field Days, technical plans allow for the organisation of technical conferences and visits, targeting a group of local farmers and other professionals / opinion-leaders, in order to concretely and locally demonstrate the assets of EU maize & sorghum seeds in their region. These events provide a good platform for the distribution of technical guides, holding discussions on technical questions and crop management technic, as well as for networking among the local maize community.</p> <p>For FR, DE, RO, HU, 1 platform will be organised year 2 and 3. This platform will be featuring different sowing preparation, weed management, fertilisation, and irrigation technics... The results of the experiments will be analysed to propose an argument toolbox for more sustainable practices.</p>	FNP SMS	COO	No
T6.5	4 th European Sorghum Congress	<p>The 3 first editions of the European Sorghum Congress were a success gathering in total more than 450 participants. These events were extremely important to bring together all European sorghum stakeholders around different topics: genetics, economic factors (production costs, profitability...), applied research (producing more with fewer input), and different possible outlets (animal feed, human food, industries, pharmaceuticals...). Sorghum ID is the association embodying the European</p>	FNP SMS PZPK	COO BEN	Yes, Subcontract or Lot 3

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	<p>Sorghum Sector, as such, it will be the association that will be mentioned as the carrier of the Congress. The Sorghum ID network is vast and spans across the globe with users in Turkey, USA, Mexico or Iran. The congress will allow to maintain and increase sorghum development in Europe and all those regions.</p> <p>The European Sorghum Congress will be held in either France, Hungary or Romania. It will gather around 200 participants: farmers, producers associations, co-operatives, agricultural companies, seeds breeders, agricultural institutes, institutions, researchers, and processing industries (food and feed). Plenary sessions and workshops will be organised. A subcontractor will be hired to organise this event. The registration fee would be symbolic and would not cover the full cost per participant. As set out in the rules (Grant Agreement Art.5.3.3), the activities cannot generate an income for the proposing organisations. This is why it was chosen to allocate this amount of money to a cost which was not included in the budget analysis, therefore a non-eligible cost. Registration fees will be used to finance catering and linked technical services costs (renting screens, renting specific translation headphones, microphones...), which will not be claimed by the proposing organisations. The action will not generate any income as registration fees will be used to fund non-eligible costs, in accordance with EU rules.</p>		
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Outputs and estimated budget

Timeline	YEAR 1	YEAR 2	YEAR 3
Outputs	<p>T 6.1: 4 Exhibitions</p> <p>T 6.2: 5 Conferences (3 in PL)</p>	<p>T 6.1: 4 Exhibitions</p> <p>T 6.2: 6 Conferences (3 in PL)</p> <p>T 6.4: 1 Platforms + technical Field visits</p>	<p>T 6.1: 4 Exhibitions</p> <p>T 6.2: 6 Conferences (3 in PL)</p> <p>T 6.3: 3 Platforms + Field Days</p> <p>T 6.4: 1 Platforms + technical Field visits</p>
Estimated budget	<p>T 6.1:</p> <p>€11,000 per exhibition: Booth reservation & furnishing, translator fees.</p> <p>€ 11,000 per 1 exhibition in</p>	<p>T 6.1:</p> <p>€11,000 per exhibition: Booth reservation & furnishing, translator fees.</p> <p>€ 11,000 per 1 exhibition in Poland:</p>	<p>T 6.1:</p> <p>€11,000 per exhibition: Booth reservation & furnishing, translator fees.</p> <p>€ 11,000 per 1 exhibition in Poland: Booth reservation &</p>

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	<p>Poland: Booth reservation & furnishing, translator fees.</p> <p>Total: €44,000</p> <p>T 6.2: Cost per conference (excl. Poland): €10,000 -€4,000 for the external speaker (preparation cost + speaking fee) -€6,000 for logistics costs (room rental, catering, invitations, interpretation)</p> <p>Cost per conference (Poland only): €4,000</p> <p>Total: €32,000</p>	<p>Booth reservation & furnishing, translator fees.</p> <p>Total: €44,000</p> <p>T 6.2: Cost per conference (excl. Poland): €10,000 -€4,000 for the external speaker (preparation cost + speaking fee) -€6,000 for logistics costs (room rental, catering, invitations, interpretation)</p> <p>Cost per conference (Poland only): €4,000</p> <p>Total: €42,000</p> <p>T 6.4 Platform: €10,500 -Renting the area, organisation of field works, sowing demonstration plots Field visits: -Visits with agronomic expert, logistics costs, catering, renting a lecture hall or tent: 4,000 €/platform -Signaletic, invitation and presentation document, advertising in the local press: 2,500€/platform Total: €17,000</p>	<p>furnishing, translator fees.</p> <p>Total: €44,000</p> <p>T 6.2: Cost per conference (excl. Poland): €10,000 -€4,000 for the external speaker (preparation cost + speaking fee) -€6,000 for logistics costs (room rental, catering, invitations, interpretation)</p> <p>Cost per conference (Poland only): €4,000</p> <p>Total: €42,000</p> <p>T 6.4 Platform: €10,500 -Renting the area, organisation of field works, sowing demonstration plots Field visits: -Visits with agronomic expert, logistics costs, catering, renting a lecture hall or tent: 4,000 €/platform -Signaletic, invitation and presentation document, advertising in the local press: 2,500€/platform Total: €17,000</p>	
A.G				
ARV Institut du v	Subtotal for activity 1	EUR 44 000	EUR 44 000	EUR 44 000
GERM-Ser	Subtotal for activity 2	EUR 32 000	EUR 42 000	EUR 42 000
AGPM-GIE	Subtotal for activity 4	EUR 0	EUR 17 000	EUR 17 000
C.E	and/or			
	Total for the Work Package	EUR 76 000	EUR 103 000	EUR 103 000



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