

Belgium-Brussels: Preparation, promotion and support of the implementation process of the 'European Development Days' event for the Directorate-General for Development and Cooperation — EuropeAid
OJ S 3/2015 06/01/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: European Commission, Directorate-General for Development and Cooperation — EuropeAid

Postal address: rue de la Loi 41, Office 03/030

Town: Brussels

Postal code: 1049

Country: Belgium

Contact person: Unit R.5 — Finance, Contracts, Audit

For the attention of: Jean-Herve Ramat

E-mail: europaaid-r5-call-for-tenders@ec.europa.eu

Internet address(es):

General address of the contracting authority: http://ec.europa.eu/europaaid/index_en.htm

Address of the buyer profile: <http://eudevdays.eu>

Electronic access to information: <https://webgate.ec.europa.eu/europaaid/online-services/index.cfm?do=publi>.

[welcome&nbPubliList=15&orderby=upd&orderbyad=Desc&searchtype=RS&aofr=135718](https://webgate.ec.europa.eu/europaaid/online-services/welcome&nbPubliList=15&orderby=upd&orderbyad=Desc&searchtype=RS&aofr=135718)

I.2. Type of the contracting authority

European institution/agency or international organisation

I.3. Main activity

Other: Development and cooperation.

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Preparation, promotion and support of the implementation process of the 'European Development Days' event for the Directorate-General for Development and Cooperation — EuropeAid.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 27: Other services

Main site or place of performance: Belgium.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Following the Commission Communication entitled 'EU Aid: Delivering more, better and faster' (COM(2006)0087), and the Conclusions of the General Affairs and External Relations Council dated 11.4.2006, the European Commission launched the first edition of the 'European Development Days' in November 2006. 'European Development Days' became an annual event enhancing public awareness on development and cooperation issues and a landmark event of the European Commission.

'European Development Days' event:

- facilitates meetings and networking among stakeholders and VIPs,
- takes stock of ongoing research in the development field,
- facilitates multi-stakeholder debates,
- encourages media interest in the key role played by the European Commission on development issues.

DG EuropeAid wishes to draw on the services of an external contractor in order to prepare, promote and support the implementing process of the 'European Development Days' (EDD) event. The objectives of the present contract are:

- to design the scenario of the 2-day forum and to assist the European Commission in the planning, programming, organisation and implementation of the high-level panels, meetings, and other side events,
- to design and implement a promotion campaign around the event for which the contractor will propose a communication strategy, including logistical aspects before, during and after the event,
- to rent and coordinate the set-up of the venue,
- to operate the technical and logistical aspects of the venue,
- to prepare and manage the invitations and logistics (travel arrangements included) for the VVIPs.

The contractor will be expected to work in close coordination with the EDD team of the European Commission — DG EuropeAid.

II.1.5. CPV code(s)

79952000 Event services, 79416000 Public relations services, 79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 11 749 720 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Technical score. Weighting 60
2. Financial score. Weighting 40

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

EuropeAid/135718/DH/SER/BE.

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 120-212822](#) of 26.6.2014

Section V: Award of contract

Contract No: 352-853

V.1. Date of conclusion of the contract

6.11.2014

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Media Consulta Event GmbH

Postal address: Wassergasse 3

Town: Berlin

Postal code: 10179

Country: Germany

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 12 000 000 EUR

Total value of the procurement:

Value: 11 749 720 EUR

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: DG EuropeAid work programme relating to information, communication and awareness-raising activities in the area of EU development policy.

Budget line 21.080200 — 'Coordination and promotion of awareness on development issues'.

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: General Court

Postal address: rue du Fort Niedergrünwald

Town: Luxembourg

Postal code: 2925

Country: Luxembourg

E-mail: generalcourt.registry@curia.europa.eu

Telephone: +352 4303-1

Fax: +352 4303-2100

Internet address: <http://curia.europa.eu>

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

16.12.2014