

Norway-Tromsø: Data supply services
OJ S 8/2021 13/01/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norges Sjømatråd
National registration number: 988 597 627
Postal address: Stortorget 1
Town: Tromsø
NUTS code: NO072 Troms
Postal code: 9008
Country: Norway
Contact person: Tom Meland
E-mail: tom.meland@seafood.no
Internet address(es):
Main address: <http://www.seafood.no>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Procurement of Shop Data for Seafood in Norway
Reference number: 20.07

II.1.2. Main CPV code

72319000 Data supply services

II.1.3. Type of contract

Services

II.1.4. Short description

The Norwegian Seafood Council needs data on the Norwegian grocery market for seafood in order to follow the development of seafood sales and underlying categories and products. The figures must cover the entire seafood category and all of the Norwegian grocery market. The Norwegian Seafood Council has signed a contract for the procurement of data from ACNielsen Norge.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 264 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

72300000 Data services, 72310000 Data-processing services

II.2.3. Place of performance

NUTS code: NO072 Troms

II.2.4. Description of the procurement

The Norwegian Seafood Council works systematically with market insight, market development, market preparedness, and reputation building in selected markets worldwide. The Norwegian Seafood Council also works actively in Norway, and needs to follow the development of the seafood market closely. Shop data that is obtained via the POS system in grocery trade gives a robust picture of seafood sales, particularly in a modern grocery market such as Norway. The Norwegian Seafood Council must cover all types of seafood, thus the spectrum of categories and products in deliveries is important. It is also important to have historical data in order to follow the long term sales trends. It must be possible to deliver the data as raw data uploaded into the Norwegian Seafood Council's own systems for further analysis.

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The procurement falls outside the scope of application of the directive

Explanation:

Based on the contracting authority's surveys and knowledge of the market, the chosen supplier is the only supplier that covers the contracting authority's needs. The Norwegian Seafood Council has therefore signed a contract with ACNielsen Norge on 1 January 2021. There was a previous voluntary ex-ante transparency notice for this contract. No objections were received.

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Title:

Agreement for Retail Measurement Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/11/2020

V.2.2. Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: AC Nielsen Norge AS

National registration number: 921 711 182

Postal address: 0277

Town: Oslo

NUTS code: NO011 Oslo

Country: Norway

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 3 264 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Visma notice: <https://opic.com/id/afrhbxfhgg>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nord-Troms tingrett

Town: Tromsø

Country: Norway

VI.5.

Date of dispatch of this notice

08/01/2021