

Spain-Valencia: Business development consultancy services

OJ S 10/2021 15/01/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia del Instituto Valenciano de Competitividad Empresarial (IVACE)

National registration number: Q4640001F

Postal address: C/ Democràcia, 77, Ciutat Administrativa 9 d'Octubre, torre 2

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46018

Country: Spain

Contact person: Presidencia del Instituto Valenciano de Competitividad Empresarial (IVACE)

E-mail: reyes_joa@gva.es

Telephone: +34 961209735

Fax: +34 961247998

Internet address(es):Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XXuvPjvuCiEQK2TEfXGy%2BA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=L3016iQXcMSmq21uxhbaVQ%3D%3D[detalle_licitacion&idEvl=L3016iQXcMSmq21uxhbaVQ%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=L3016iQXcMSmq21uxhbaVQ%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XXuvPjvuCiEQK2TEfXGy%2BA%3D%3D>[perfilContratante&idBp=XXuvPjvuCiEQK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XXuvPjvuCiEQK2TEfXGy%2BA%3D%3D)**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicio de asesoramiento a las empresas de la Comunitat Valenciana para su internacionalización en Estados Unidos de América a través de Miami
Reference number: IVACE 12/2020

II.1.2. Main CPV code

79411100 Business development consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de asesoramiento a las empresas de la Comunitat Valenciana para su internacionalización en Estados Unidos de América a través de Miami.

II.1.5. Estimated total value

Value excluding VAT: 280 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79411000 General management consultancy services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

II.2.4. Description of the procurement

Servicio de asesoramiento a las empresas de la Comunitat Valenciana para su internacionalización en Estados Unidos de América a través de Miami.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Metodología propuesta para el desarrollo de servicios comerciales personalizados en Estados Unidos (sondeo de mercado y búsqueda de canal de distribución) / Weighting: 6

Quality criterion - Name: Propuesta de dos sectores de interés / Weighting: 10

Quality criterion - Name: Propuesta de, al menos, dos actuaciones de promoción / Weighting: 10

Quality criterion - Name: Propuesta de metodología para desarrollo de estrategia específica en mercados electrónicos en Estados Unidos / Weighting: 5

Quality criterion - Name: Propuesta de metodología para desarrollo de una estrategia de marketing digital y posicionamiento en redes sociales adaptada al mercado de Estados Unidos / Weighting: 5

Cost criterion - Name: Cualificación del personal adscrito / Weighting: 15

Cost criterion - Name: Precio / Weighting: 49

II.2.6. Estimated value

Value excluding VAT: 280 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:
Veinticuatro meses.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

- capacidad de obrar,
- no prohibición para contratar,
- cumplimiento con las obligaciones con la Seguridad Social,
- cumplimiento con las obligaciones tributarias.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

- seguro de indemnización. Descripción: se acreditará inicialmente mediante la presentación del DEUC,
- cifra anual de negocio. Descripción: se acreditará inicialmente mediante la presentación del DEUC.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Otros. Descripción: compromiso de adscripción de medios (declaración responsable anexo II del PCAP).

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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: no

IV.2. Administrative information

IV.2.2.

Time limit for receipt of tenders or requests to participate

Date: 18/02/2021 Local time: 14:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 08/03/2021 Local time: 12:00

Place:

IVACE, Ciutat Administrativa 9 d'Octubre, torre 2.

Datos de dirección:

— calle: Democràcia, 77,

— código postal: 46018,

— población: València,

— país: ESPAÑA.

Information about authorised persons and opening procedure: Descripción

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +34 913491319

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +34 963491319

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

VI.5. Date of dispatch of this notice

12/01/2021