

Spain-Palma de Mallorca: Public relations consultancy services
OJ S 15/2017 21/01/2017
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Agencia de Turismo de les Illes Balears (ATB)

National registration number: Q5755004H

Postal address: c/ Rita Levi, s/n

Town: Palma de Mallorca

Postal code: 07121

Country: Spain

Contact person: Agencia de Turismo de las Islas Baleares (ATB), Área Jurídica de la ATB

E-mail: ibalfagon@atb.caib.es, lbuaades@atb.caib.es, ppons@atb.caib.es

Internet address(es):

General address of the contracting authority: www.plataformadecontractacio.caib.es

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: turismo

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

Servicios de una agencia de relaciones públicas y comunicación exterior en los mercados emisores de Alemania, Reino Unido, Francia, Italia y España.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Mercados emisores de Alemania, Reino Unido, Francia, Italia y España.

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)

Servicios de una agencia de comunicación y relaciones publicas, para que desarrolle y ejecute los planes y acciones de promoción y comunicación exterior, con el fin de difundir la imagen, las actividades y los acontecimientos mas destaca bles de las Islas Baleares en los mercados emisores de Alemania, Reino Unido, Francia, Italia y España.

II.1.5. CPV code(s)

79416200 Public relations consultancy 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: 200 000 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure**IV.1.1. Type of procedure**

Open

IV.2. Award criteria**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Criterios técnicos por fórmula. Weighting 85
2. Criterios técnicos sin fórmula. Weighting 15

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**

010/2017

IV.3.2. Previous publication concerning this procedure**Contract notice**

Notice number in the OJ S: [2016/S 199-359623](#) of 14.10.2016

Section V: Award of contract

Contract No: A

Lot No: 1

- Lot title: Relaciones públicas en el mercado Alemán

V.1. Date of conclusion of the contract

5.1.2017

V.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: Global Communication Experts
Postal address: Hanauer Landstraße 184
Town: Frankfurt
Country: Germany

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

Initial estimated total value of the contract/lot:
Value: 40 000 EUR
excluding VAT

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

Contract No: C

Lot No: 3

- Lot title: Relaciones públicas mercado francés

V.1. Date of conclusion of the contract

5.1.2017

V.2. Information about tenders

Number of tenders received: 2
Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: Indigo Consulting
Postal address: 10 rue Pergolese
Town: Paris
Country: France

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

Initial estimated total value of the contract/lot:
Value: 40 000 EUR
excluding VAT

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

Contract No: D

Lot No: 4

- Lot title: Relaciones publicas mercado italiano

V.1. Date of conclusion of the contract

5.1.2017

V.2. Information about tenders

Number of tenders received: 2
Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: Aigo Srl
Postal address: Piazza Caizo 3

Town: Milan
Postal code: 20124
Country: Italy

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

Initial estimated total value of the contract/lot:
Value: 40 000 EUR
excluding VAT

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

Contract No: E

Lot No: 5

- Lot title: Relaciones públicas mercado español

V.1. Date of conclusion of the contract

5.1.2017

V.2. Information about tenders

Number of tenders received: 3
Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: Promoturist
Postal address: Av. Diagonal, 403, 3º
Town: Barcelona
Postal code: 08008

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

Initial estimated total value of the contract/lot:
Value: 40 000 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:
no

VI.2. Additional information

El lote correspondiente al mercado ingles ha quedado desierto por Resolución del presidente de la ATB de 20.12.2016.

VI.3. Procedures for review

VI.3.1. Review body

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

17.1.2017