

**France-Paris: Advertising and marketing services**

**OJ S 20/2014 29/01/2014**

**Contract notice**

**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Ubifrance

Postal address: 77 boulevard Saint-Jacques

Town: Paris Cedex 14

Postal code: 75998

Country: France

For the attention of: A. Dronne

E-mail: [achats@ubifrance.fr](mailto:achats@ubifrance.fr)

Telephone: +33 140733013

Fax: +33 140733147

**Internet address(es):**

General address of the contracting authority: <http://www.ubifrance.fr>

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

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

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Other: Ubifrance, l'agence française pour le développement international des entreprises

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

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

Media Planner Ubifrance 2014.

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

Services

Service category No 13: Advertising services

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

**II.1.4. Information about framework agreement**

#### **II.1.5. Short description of the contract or purchase(s)**

Elaboration d'une stratégie média et média planning pour les campagnes de publicité et de communication (pluri-média, institutionnelles, filières, régions ou produits) décidées par l'agence Ubifrance et pour le compte des VIE.

#### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

#### **II.1.8. Lots**

#### **II.1.9. Information about variants**

#### **II.2. Scope of the procurement**

##### **II.2.1. Total quantity or scope**

##### **II.2.2. Information about options**

##### **II.2.3. Information about renewals**

#### **II.3. Duration of the contract or time limit for completion**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions related to the contract**

##### **III.1.1. Deposits and guarantees required**

##### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

##### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

##### **III.1.4. Contract performance conditions**

#### **III.2. Conditions for participation**

##### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

##### **III.2.2. Economic and financial ability**

##### **III.2.3. Technical and professional ability**

##### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

##### **III.3.1. Information about a particular profession**

##### **III.3.2. Information about staff responsible for the performance of the contract**

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Open

**IV.1.2. Information about the limits on the number of candidates to be invited**

**IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

**IV.2. Award criteria**

**IV.2.1. Award criteria**

**IV.2.2. Information about electronic auction**

**IV.3. Administrative information**

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

N°14.01.01

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

**IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

**IV.3.4. Time limit for receipt of tenders or requests to participate**

17.3.2014 - 12:00

**IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.3.6. Languages in which tenders or requests to participate may be submitted**

French.

**IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

**IV.3.8. Conditions for opening of tenders**

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

**VI.2. Information about European Union funds**

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

**VI.4.2. Review procedure**

**VI.4.3. Service from which information about the review procedure may be obtained**

**VI.5. Date of dispatch of this notice**

24.1.2014