

**Belgium-La Louvière: Advertising and marketing services**  
**OJ S 15/2021 22/01/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Régie communale autonome de La Louvière

National registration number: RCA

Postal address: 1 place Communale

Town: La Louvière

NUTS code: BE325 Arr. Soignies

Postal code: 7100

Country: Belgium

Contact person: Monsieur Anthony Lai

E-mail: [alai@lalouviere.be](mailto:alai@lalouviere.be)

Telephone: +32 64885159

**Internet address(es):**

Main address: <http://www.lalouviere.be/>

**I.4. Type of the contracting authority**

Other type: Régie communale autonome

**I.5. Main activity**

Other activity: Régie communale autonome

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**Section II: Object**

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

**II.1.1. Title**

Communication — marketing pour la RCA et ses filiales: SCRL Louvexpo et SCRL Point d'Eau

Reference number: JG/SB/al/2020COM

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le présent marché est un marché conjoint entre la RCA et ses filiales: SCRL Le Point d'Eau et SCRL Louvexpo. Il porte sur la communication des actions et projets de la Régie communale autonome et ses filiales «Le Point d'Eau» et «Louvexpo».

La procédure choisie est la procédure ouverte avec publicité européenne.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 215 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

SCRL Point d'Eau

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

### **II.2.3. Place of performance**

NUTS code: BE325 Arr. Soignies

Main site or place of performance: La Louvière.

### **II.2.4. Description of the procurement**

Voir II.2.1).

### **II.2.5. Award criteria**

Quality criterion - Name: Qualité du contenu / Weighting: 60

Quality criterion - Name: Méthodologie de gestion / Weighting: 10

Price - Weighting: 30

### **II.2.11. Information about options**

Options: yes

Description of options:

Options exigées (voir CSC).

### **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**

## **II.2. Description**

### **II.2.1. Title**

SCRL Louvexpo

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

### **II.2.3. Place of performance**

NUTS code: BE325 Arr. Soignies

Main site or place of performance: La Louvière.

### **II.2.4. Description of the procurement**

Voir II.2.1).

### **II.2.5. Award criteria**

Quality criterion - Name: Qualité du contenu / Weighting: 60

Quality criterion - Name: Méthodologie de gestion / Weighting: 10

Price - Weighting: 30

#### **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**

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#### **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: yes

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 204-496429](#)

##### **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**

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**Contract No:** JG/SB/al/2020COM

**Lot No:** 1

**Title:**

SCRL Point d'Eau

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

04/01/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

**V.2.3. Name and address of the contractor**

Official name: C9 — Communication  
Postal address: de la Paix 12  
Town: Fayt-lez-Manage  
NUTS code: BE Belgique / België  
Postal code: 7170  
Country: Belgium  
E-mail: [eric.hoebeke@c9communication.be](mailto:eric.hoebeke@c9communication.be)  
Telephone: +32 64339855  
Fax: +32 64339855  
Internet address: [www.c9communication.be](http://www.c9communication.be)  
The contractor is an SME: no

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

Total value of the contract/lot: 115 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** JG/SB/al/2020COM

**Lot No:** 2

**Title:**

SCRL Louvexpo

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

04/01/2021

**V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

**V.2.3. Name and address of the contractor**

Official name: Verhulst and Friends  
Town: Woluwe-Saint-Lambert  
NUTS code: BE Belgique / België  
Postal code: 1200  
Country: Belgium  
The contractor is an SME: no

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

Total value of the contract/lot: 100 000,00 EUR

**V.2.5. Information about subcontracting**

## Section VI: Complementary information

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### VI.3. Additional information

Personne de contact supplémentaire: Madame Stefana BAIO, directrice RCA, 064/885037,  
[sbaio@lalouviere.be](mailto:sbaio@lalouviere.be)

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Conseil d'état  
Postal address: Rue de la Science 44  
Town: Etterbeek  
Postal code: 1040  
Country: Belgium

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

18/01/2021