

Spain-Valencia: Advertising services

OJ S 23/2016 03/02/2016

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Agència Valenciana del Turisme

Postal address: Castan Tobeñas, 77, Torre II, planta 3ª, Ciudad Administrativa 9 d'Ocubre

Town: Valencia

Postal code: 46018

Country: Spain

Contact person: Sección de Contratación

E-mail: contratacion_turisme@gva.es

Telephone: +34 961209800

Fax: +34 961209937

Internet address(es):General address of the contracting authority: www.contratacion.gva.es**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: 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 attributed to the contract by the contracting authority**

Creatividad y producción de soportes publicitarios para una campaña de publicidad en el año 2016 para la difusión de la oferta turística de la Comunitat Valenciana.

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

The notice involves a public contract

II.1.4. Information about framework agreement

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

Servicio de creatividad y producción de soportes publicitarios para una campaña de publicidad en el año 2016 para la difusión de la oferta turística de la Comunitat Valenciana.

II.1.6. CPV code(s)

79341000 Advertising services

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

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

500.000,00 EUR, iva excluido.

Estimated value excluding VAT: 500 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Duration in days: 60 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Garantía provisional: no se exige.

Garantía definitiva: 5 % del importe de la adjudicación del contrato.

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

Existe el crédito presupuestario preciso para atender a las obligaciones económicas imputables a la anualidad

2016, que se derivan de la presente contratación, por un importe total, IVA incluido, de 605 000 EUR, con cargo al programa 23, subprograma 23201, Creatividad y producción de soportes, capítulo VI del presupuesto de la Agència Valenciana del Turisme.

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

De acuerdo con lo establecido en el artículo 59 del TRLCSP sobre las UTE.

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

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

List and brief description of conditions: Ver cláusula 4 del pliego de cláusulas administrativas particulares.

III.2.3. Technical and professional ability

List and brief description of conditions:

Ver cláusula 4 del pliego de cláusulas administrativas particulares.

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

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

The most economically advantageous tender in terms of Criteria below

1. Precio. Weighting 60
2. Propuesta creativa. Weighting 40

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

26/15

IV.3.2. Previous publication concerning this procedure

no

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

9.3.2016

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

Spanish.

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

Duration in months: 2 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 21.3.2016 - 12:00

Place:

Agència Valenciana del Turisme (Castan Tobeñas, 77, planta 3ª, Torre II, Valencia).

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Apertura pública.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Agència Valenciana del Turisme

Postal address: Castan Tobeñas, 77, Torre II, planta 3ª

Town: Valencia

Postal code: 46018

Country: Spain

Telephone: +34 961209800

Fax: +34 961209937

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: El recurso especial en materia de contratación, regulado y previsto en los artículos 40 y siguientes del TRLCSP (Real Decreto Legislativo 3/2011, de 14 de noviembre), que será el aplicable contra el tipo de

actos especificados en el apartado 2 del artículo 40, adoptadas en un procedimiento como el presente

de adjudicación de un contrato sujeto a regulación armonizada, sin que proceda la interposición de los

recursos administrativos ordinarios contra los mismos, y sin perjuicio de la posibilidad de formular, al tiempo

de presentarse dicho recurso especial, o de forma independiente, con anterioridad a su

interposición, la
solicitud de adopción de medidas provisionales prevista en el artículo 43 del TRLCSP. El
citado recurso podrá
interponerse ante el Tribunal Administrativo Central de Recursos Contractuales, que será el
competente para
su resolución, con dirección en av. General Perón, 38, 28020 Madrid ([http:// tribunalcontratos.gob.es](http://tribunalcontratos.gob.es)).

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

VI.5. Date of dispatch of this notice

29.1.2016