

**Spain-Palma: Public relations services**  
**OJ S 15/2023 20/01/2023**  
**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: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

National registration number: Q5755004H

Postal address: Rita Levi, s/n

Town: Palma

NUTS code: ES532 Mallorca

Postal code: 07121

Country: Spain

Contact person: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

E-mail: [juridico@aetib.caib.es](mailto:juridico@aetib.caib.es)

Telephone: +34 971176699

**Internet address(es):**

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D>

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Servicio de relaciones públicas y comunicación exterior para la Agencia de Estrategia Turística de las Illes Balears

Reference number: 009/2023

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de relaciones públicas y comunicación exterior para la Agencia de Estrategia Turística de las Illes Balears

### **II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 33 000,00 EUR

## **II.2. Description**

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

Alemania

Lot No: 1

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

79400000 Business and management consultancy and related services, 79416000 Public relations services

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

NUTS code: ES532 Mallorca

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

Alemania

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

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

### **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**

## **II.2. Description**

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

Reino Unido + Irlanda

Lot No: 2

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

79400000 Business and management consultancy and related services, 79416000 Public relations services

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

NUTS code: ES532 Mallorca

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

Reino Unido + Irlanda

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

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

#### **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**

##### **II.2. Description**

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

España

Lot No: 3

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

79400000 Business and management consultancy and related services, 79416000 Public relations services

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

NUTS code: ES532 Mallorca

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

España

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

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta del Plan de Comunicación / Weighting: 14

Quality criterion - Name: Protocolo de gestión de crisis / Weighting: 6

Cost criterion - Name: Capacidad de respuesta del equipo principal / Weighting: 7.5

Cost criterion - Name: Conocimientos de español por parte del equipo / Weighting: 5

Cost criterion - Name: Dedicación prevista del equipo principal / Weighting: 7.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Oferta económica / Weighting: 50

#### **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: no

##### IV.2. Administrative information

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

Notice number in the OJ S: [2022/S 187-529659](#)

###### 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:** 009/2023lote1

**Lot No:** 1

**Title:**

Alemania

A contract/lot is awarded: yes

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

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

22/12/2022

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

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

Official name: Global Communication Experts GbmH

Town: Berlin

NUTS code: DE Deutschland

Country: Germany

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 35 000,00 EUR

Total value of the contract/lot: 33 000,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Av General Perón 38

Town: Madrid

Postal code: 28020

Country: Spain

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

16/01/2023