

**Norway-Tromsø: Business and management consultancy services**

OJ S 26/2021 08/02/2021

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Norges Sjømatråd

National registration number: 988 597 627

Postal address: Stortorget 1

Town: Tromsø

NUTS code: NO072 Troms

Postal code: 9008

Country: Norway

Contact person: Tom Meland

E-mail: [tom.meland@seafood.no](mailto:tom.meland@seafood.no)**Internet address(es):**Main address: <http://www.seafood.no>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.no/doc.aspx?Uniqueld=afpgpvabgj&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?Uniqueld=afpgpvabgj&GoTo=Tender>

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

National or federal agency/office

**I.5. Main activity**

Economic and financial affairs

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

PR Services for the Norwegian Seafood Council in Paris, France

Reference number: 21/3

**II.1.2. Main CPV code**

79410000 Business and management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Norwegian Seafood Council is looking for an innovative PR agency that must help in achieving the Norwegian Seafood Council's main goal: To increase the value of Norwegian seafood in France.

#### **II.1.5. Estimated total value**

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

This contract is divided into lots: no

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

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

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 79990000 Miscellaneous business-related services

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

NUTS code: FR10 Ile-de-France

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

The Norwegian Seafood Council is looking for an innovative PR agency that must help in achieving the Norwegian Seafood Council's main goal: To increase the value of Norwegian seafood in France.

The Norwegian Seafood Council is an international participant in the market with both French and Norwegian interested parties. We have overall strategies for PR and media communication, together with local marketing plans based on these strategies. The agency must be able to understand the local consumers, together with monitoring and decoding the French media channels, interested parties and general discussions in various channels (SNS, printed matter, etc.) related to seafood, especially imported seafood. This insight must be communicated to the Norwegian Seafood Council in an effective manner and should be used actively for proposals related activities that are led from concept to implementation and reporting.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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

Restricted 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.2.2. Time limit for receipt of tenders or requests to participate

Date: 05/03/2021 Local time: 12:00

#### IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

#### IV.2.4. Languages in which tenders or requests to participate may be submitted

English, Norwegian

#### IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31/05/2021

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

Visma notice: <https://opic.com/id/afpgpvabgj>

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Nord-Troms Tingrett

Postal address: Postboks 2510

Town: Tromsø

Postal code: 9270

Country: Norway

Internet address: <https://www.domstol.no/Enkelt-domstol/nord-troms-tingrett/>

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

03/02/2021