

France-Paris: Advertising and marketing services

OJ S 24/2024 02/02/2024

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Business France

National registration number: 451 930 051 000 52

Postal address: 77 Boulevard Saint-Jacques

Town: PARIS Cedex 14

NUTS code: FR France

Postal code: 75998

Country: France

Contact person: A. Milatos

E-mail: achats@businessfrance.fr

Telephone: +33 140733013

Fax: +33 140733147

Internet address(es):

Main address: <http://www.businessfrance.fr>

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.marches-publics.gouv.fr>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.marches-publics.gouv.fr>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <http://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Téléprospection – dispositif de réaction rapide – Qualification et gestion de CRM Salesforce

Reference number: 23.01.07

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 appel d'offres vise deux objectifs :

D'une part, il vise à doter Business France d'un dispositif agile de prestations liées à la téléprospection et à la télévente, actionnable dans les délais courts. L'action de ce dispositif portera sur la prescription d'opérations multisectorielles à prisme géographique en vue de répondre à des enjeux de recrutement soit en volume soit dans des délais contraints (missions officielles).

D'autre part, il a pour objectif de mettre en place un dispositif permettant à Business France de traiter et de compléter dans son CRM les informations sectorielles des entreprises enregistrées dans des filières variées.

II.1.5. Estimated total value

Value excluding VAT: 1 244 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

dispositif de réaction rapide de téléprospection

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

NUTS code: FR10 Ile-de-France

Main site or place of performance: Paris

II.2.4. Description of the procurement

Le présent lot vise à doter Business France d'un dispositif agile de prestations liées à la téléprospection et à la télévente, actionnable dans les délais courts. L'action de ce dispositif portera sur la prescription d'opérations multisectorielles à prisme géographique en vue de répondre à des enjeux de recrutement soit en volume soit dans des délais contraints (missions officielles).

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

Value excluding VAT: 884 000,00 EUR

II.2.7.

Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 22

This contract is subject to renewal: yes

Description of renewals:

Ce marché est renouvelable deux fois, à raison d'un an par renouvellement et par tacite reconduction sauf dénonciation notifiée trois (3) mois avant l'échéance contractuelle pour l'entité souscriptrice et six (6) mois avant l'échéance contractuelle pour le ou les Contractant(s), par l'une des Parties à l'autre Partie, par lettre recommandée avec accusé de réception.

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

II.2. Description

II.2.1. Title

Qualification et gestion de CRM Salesforce

Lot No: 2

II.2.2. Additional CPV code(s)

48445000 Customer Relation Management software package, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

NUTS code: FR10 Ile-de-France

Main site or place of performance: Paris

II.2.4. Description of the procurement

Ce marché a pour objectif de mettre en place un dispositif permettant à Business France de traiter et de compléter dans son CRM les informations sectorielles des entreprises enregistrées dans des filières variées.

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

Value excluding VAT: 360 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Ce marché est renouvelable trois fois, à raison d'un an par renouvellement et par tacite reconduction sauf dénonciation notifiée trois (3) mois avant l'échéance contractuelle pour l'entité souscriptrice et six (6) mois avant l'échéance contractuelle pour le ou les Contractant(s), par l'une des Parties à l'autre Partie, par lettre recommandée avec accusé de réception.

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

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: 01/03/2024 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

French

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

Duration in months: 70 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 01/03/2024 Local time: 12:00

Place:

Paris

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75181 Paris Cedex 04

Country: France

Internet address: <http://paris.tribunal-administratif.fr>

VI.4.2. Body responsible for mediation procedures

Official name: Comité consultatif de règlement amiable des litiges relatifs aux marchés publics

Postal address: 5 rue Leblanc

Town: Paris

Postal code: 75911 Cedex 15

Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Achats Business France

Postal address: 77 boulevard Saint-Jacques

Town: PARIS

Postal code: 75014

Country: France

E-mail: achats@businessfrance.fr

Internet address: <http://www.businessfrance.fr>

VI.5. Date of dispatch of this notice

30/01/2024