

**B-Antwerp: marketing management consultancy services**

**OJ S 43/2012 02/03/2012**

**Contract notice**

**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Plantijn Hogeschool van de Provincie Antwerpen

Postal address: Lange Nieuwstraat 101

Town: Antwerpen

Postal code: 2000

Country: Belgium

Contact person: Coppens Hilde

E-mail: [hilde.coppens@plantijn.be](mailto:hilde.coppens@plantijn.be)

Telephone: +32 32205711

Fax: +32 2205719

**Internet address(es):**

General address of the contracting authority: [www.plantijn.be](http://www.plantijn.be)

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=114526>

**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**

Education

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: yes

**Section II: Object of the contract**

---

**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

Opmaak marketing- en communicatiestrategie voor de nieuwe hogeschool en creatieve uitwerking communicatieplan.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

Main site or place of performance: Antwerpen.

NUTS code BE211 Arr. Antwerpen

**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)**

Voor samengaan Plantijn Hogeschool en Artesis Hogeschool Antwerpen is opmaak marketing- en communicatiestrategie creatieve uitwerking communicatieplan bij de lancering van deze nieuwe hogeschool noodzakelijk.

**II.1.6. CPV code(s)**

79413000 Marketing management consultancy 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**

**II.2.2. Information about options**

Options: no

**II.2.3. Information about renewals**

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

Duration in months: 3 (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**

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

Zie bestek deel I punt 5.6.

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

**III.1.4. Contract performance conditions**

**III.2. Conditions for participation**

**III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: Zie bestek deel I punt 4.5 A en B.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: Zie bestek deel I punt 4.5 C.

Minimum level(s) of standards possibly required: Zie bestek deel I punt 4.5 C.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Zie bestek deel I punt 4.5 D.

Minimum level(s) of standards possibly required:

Zie bestek deel I punt 4.5 D.

### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

##### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

##### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

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

#### **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**

Plantijn Hogeschool van de Provincie Antwerpen-PH/AO/2012-008-F02\_0

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Time limit for receipt of requests for documents or for accessing documents: 16.4.2012 - 17:00

Payable documents: no

#### **IV.3.4.**

**Time limit for receipt of tenders or requests to participate**

23.4.2012 - 11:00

**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**

Dutch.

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

Duration in days: 120 (from the date stated for receipt of tender)

**IV.3.8. Conditions for opening of tenders**

Date: 23.4.2012 - 11:00

Place:

Lange Nieuwstraat 101 2000 Antwerpen 4° verdieping zaal Lipsius, BELGIE.

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

Information about authorised persons and opening procedure: Openbare zitting: iedereen is toegelaten.

**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**

**VI.4.2. Review procedure**

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

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

28.2.2012