

**Belgium-Brussels: Market research services**  
**OJ S 25/2023 03/02/2023**  
**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: VZW Vlaams Centrum voor Agro- en Visserijmarketing

National registration number: 0454.423.323\_16726

Postal address: Ellipsgebouw - Koning Albert II-laan 35 bus 50

Town: Brussel

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1030

Country: Belgium

Contact person: Frederik Kempinck

E-mail: [frederik.kempinck@vlam.be](mailto:frederik.kempinck@vlam.be)

Telephone: +32 025528052

**Internet address(es):**

Main address: <http://www.vlam.be>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=471630>

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

Other type: Extern Verzelfstandigd Agentschap

**I.5. Main activity**

Other activity: Marketing

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**Section II: Object**

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

**II.1.1. Title**

Consumptietracker 2023 – 2026

Reference number: VLAM-VLAM/2022/14-F03\_1

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

VLAM wil de totale consumptie van de producten waarvoor VLAM promotie voert en van hun alternatieven/concurrenten in kaart brengen en dit op basis van 'day after recall'-bevestigingen.

Via de opdrachten in dit raamcontract wil VLAM weten hoeveel van die producten naast thuisverbruik/retail in België geconsumeerd worden via foodservices en dit voor de volgende 4 kalenderjaren 2023 t.e.m. 2026.

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

This contract is divided into lots: no

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

Value excluding VAT: 250 000,00 EUR

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

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

NUTS code: BE Belgique / België

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

VLAM wil de totale consumptie van de producten waarvoor VLAM promotie voert en van hun alternatieven/concurrenten in kaart brengen en dit op basis van 'day after recall'-bevragingen. Via de opdrachten in dit raamcontract wil VLAM weten hoeveel van die producten naast thuisverbruik/retail in België geconsumeerd worden via foodservices en dit voor de volgende 4 kalenderjaren 2023 t.e.m. 2026.

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

Cost criterion - Name: Rationaliteit van de globale aanpak en antwoord op het bestek / Weighting: 30

Cost criterion - Name: Technische benadering: haalbaarheid en betrouwbaarheid van de voorgestelde methode / Weighting: 30

Cost criterion - Name: Niveau van relevante kennis en ervaring met soortgelijke opdrachten / Weighting: 15

Cost criterion - Name: Prijs en financiële voorwaarden / Weighting: 25

#### **II.2.11. Information about options**

Options: yes

Description of options:

Zie bestek.

#### **II.2.13. Information about European Union funds**

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

Identification of the project: Projecten met cofinanciering onder Vo 1144/2014

#### **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**

The procurement involves the establishment of a framework agreement

##### **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 204-581001](#)

#### **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:** VLAM/2022/14

A contract/lot is awarded: yes

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

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

10/01/2023

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

Number of tenders received: 5

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 5

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

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

Official name: iVOX B.V.B.A.

National registration number: 0870.182.149

Postal address: Engels Plein 35 bus 0101

Town: Leuven

NUTS code: BE242 Arr. Leuven

Postal code: 3000

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 250 000,00 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: Nederlandstalige Ondernemingsrechtbank Brussel

Postal address: Waterloolaan 70

Town: Brussel

Postal code: 1000

Country: Belgium

**VI.4.2. Body responsible for mediation procedures**

Official name: VLAM

Postal address: Koning Albert II-laan 35 bus 50

Town: Brussel

Postal code: 1030

Country: Belgium

E-mail: [frederik.kempinck@vlam.be](mailto:frederik.kempinck@vlam.be)

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

Official name: Nederlandstalige Ondernemingsrechtbank Brussel

Postal address: Waterloolaan 70

Town: Brussel

Postal code: 1000

Country: Belgium

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

31/01/2023