

Belgium-Brussels: Market research services
OJ S 25/2023 03/02/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

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

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

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

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

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

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