

Belgium-Brussels: Advertising and marketing 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=471507>

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

Promotiecampagne The Art of European Pork

Reference number: VLAM-VLAM/2022/12-F03_0

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Deze opdracht betreft een voorlichtings- en afzetbevorderingsprogramma voor varkensvlees in Taiwan, India en Vietnam. De belangrijkste doelstelling van dit programma is de bekendheid

van de kwaliteiten van Europees varkensvlees te vergroten bij de B2B-doelgroep in de doelmarkten en bijgevolg het concurrentievermogen van de Europese varkensvleessector te vergroten, zodat het marktaandeel van de sector in volume en waarde kan toenemen. Beurzen en B2B-bijeenkomsten zijn de belangrijkste instrumenten om de doelgroep te benaderen en de Europese exporteurs van varkensvlees met hen in contact te brengen. Deze groep bestaat voornamelijk uit importeurs, groothandelaren, verwerkers en detailhandelaren. Een communicatiecampagne, zowel on- als offline in de doellanden om de bekendheid te vergroten en de doelgroep te informeren over de activiteiten binnen het programma.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 096 501,00 EUR

II.2. Description

II.2.1. Title

Vietnam

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: VN Vietnam

II.2.4. Description of the procurement

Voorzien van de campagne in Vietnam.

II.2.5. Award criteria

Cost criterion - Name: rationaliteit van de globale aanpak en antwoord op de briefing /

Weighting: 30

Cost criterion - Name: tactische benadering: haalbaarheid van de realisatie(s) en kennis van de doelmarkt / Weighting: 30

Cost criterion - Name: prijs / Weighting: 25

Cost criterion - Name: creatieve benadering: o.a. originaliteit van de voorstellen / Weighting: 15

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: yes

Identification of the project: The Art of European Pork (VO 1144/2014)

II.2.14. Additional information

II.2. Description

II.2.1. Title

India

Lot No: 2

II.2.2.

Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: IN India

II.2.4. Description of the procurement

Voorzien van de campagne in India.

II.2.5. Award criteria

Cost criterion - Name: rationaliteit van de globale aanpak en antwoord op de briefing /

Weighting: 30

Cost criterion - Name: tactische benadering: haalbaarheid van de realisatie(s) en kennis van de doelmarkt / Weighting: 30

Cost criterion - Name: prijs / Weighting: 25

Cost criterion - Name: creatieve benadering: o.a. originaliteit van de voorstellen / Weighting: 15

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:
yes

Identification of the project: The Art of European Pork (VO 1144/2014)

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Taiwan

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: TW Taiwan

II.2.4. Description of the procurement

Voorzien van de campagne in Taiwan.

II.2.5. Award criteria

Cost criterion - Name: rationaliteit van de globale aanpak en antwoord op de briefing /

Weighting: 30

Cost criterion - Name: tactische benadering: haalbaarheid van de realisatie(s) en kennis van de doelmarkt / Weighting: 30

Cost criterion - Name: prijs / Weighting: 25

Cost criterion - Name: creatieve benadering: o.a. originaliteit van de voorstellen / Weighting: 15

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:
yes

Identification of the project: The Art of European Pork (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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 211-608082](#)

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/2022/12

Lot No: 1

Title:

Vietnam

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: 3

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: SOCIETE POUR L'EXPANSION DES VENTES DE PRODUITS AGRICOLES
ET ALIMENTAIRES (SOPEXA)

National registration number: FR 33 775 670 110
Postal address: 25, Rue Notre-Dame des Victoires
Town: Parijs
NUTS code: FR1 Ile-de-France
Postal code: 75002
Country: France
The contractor is an SME: no

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

Total value of the contract/lot: 392 167,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: VLAM/2022/12

Lot No: 2

Title:

India

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: 3

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: SOCIETE POUR L'EXPANSION DES VENTES DE PRODUITS AGRICOLES
ET ALIMENTAIRES (SOPEXA)

National registration number: FR 33 775 670 110

Postal address: 25, Rue Notre-Dame des Victoires

Town: Parijs

NUTS code: FR1 Ile-de-France

Postal code: 75002

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 352 167,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: VLAM/2022/12

Lot No: 3

Title:

Taiwan

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: 3

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: SOCIETE POUR L'EXPANSION DES VENTES DE PRODUITS AGRICOLES ET ALIMENTAIRES (SOPEXA)

National registration number: FR 33 775 670 110

Postal address: 25, Rue Notre-Dame des Victoires

Town: Parijs

NUTS code: FR1 Ile-de-France

Postal code: 75002

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 352 167,00 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