

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=471629>

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

Kwantitatief consumentenonderzoek, kwalitatief consumentenonderzoek en B2B-onderzoek
2023 - 2026

Reference number: VLAM-VLAM/2022/08-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 centraliseert de diverse marktonderzoeken die zij laat uitvoeren voor haar verschillende producten/diensten. Het doel van deze centralisatie is optimalisatie van de activiteiten en zoeken naar een efficiënter gebruik van tijd en middelen.

VLAM wenst hiertoe raamovereenkomsten af te sluiten met geïnteresseerde en gekwalificeerde ondernemingen, voor het uitvoeren van marktonderzoeken in België voor de volgende 4 kalenderjaren 2023 t.e.m. 2026.

Gelet op de verscheidenheid van de onderzoeksvragen, is de overheidsopdracht verdeeld in percelen.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 750 000,00 EUR

II.2. Description

II.2.1. Title

Kwantitatief consumentenonderzoek

Lot No: 1

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Raamcontract voor het uitvoeren van diverse kwantitatieve consumentenonderzoeken (voornamelijk posttesten en trackingonderzoeken) voor VLAM.

II.2.5. Award criteria

Cost criterion - Name: Rationaliteit van de globale aanpak en antwoord op het bestek / Weighting: 25

Cost criterion - Name: Technische benadering: haalbaarheid en betrouwbaarheid van de voorgestelde methode / Weighting: 25

Cost criterion - Name: Niveau van relevante kennis en ervaring met soortgelijke opdrachten / Weighting: 25

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 financiering onder Vo 1144/2014

II.2.14. Additional information

II.2. Description

II.2.1. Title

Kwalitatief consumentenonderzoek

Lot No: 2

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Raamcontract voor het uitvoeren van diverse kwalitatieve consumentenonderzoeken voor VLAM en dit eventueel via diverse onderzoeksmethodes zoals een online research community, fysieke focusgroepen...

II.2.5. Award criteria

Cost criterion - Name: Rationaliteit van de globale aanpak en antwoord op het bestek / Weighting: 25

Cost criterion - Name: Technische benadering: haalbaarheid en betrouwbaarheid van de voorgestelde methode / Weighting: 25

Cost criterion - Name: Niveau van relevante kennis en ervaring met soortgelijke opdrachten / Weighting: 25

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 financiering onder Vo 1144/2014

II.2.14. Additional information

II.2. Description

II.2.1. Title

B2B-onderzoek (retail, foodservices, ...)

Lot No: 3

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Raamcontract voor het uitvoeren van kwantitatief en kwalitatief B2B-onderzoek (voornamelijk bij retail en foodservices) voor VLAM en dit bv. via kwantitatieve trackings, face-to-face diepteinterviews, focusgroepen...

II.2.5. Award criteria

Cost criterion - Name: Rationaliteit van de globale aanpak en antwoord op het bestek / Weighting: 25

Cost criterion - Name: Technische benadering: haalbaarheid en betrouwbaarheid van de voorgestelde methode / Weighting: 25

Cost criterion - Name: Niveau van relevante kennis en ervaring met soortgelijke opdrachten /
Weighting: 25

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 financiering 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 204-581003](#)

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/2022/08

Lot No: 1

Title:

Kwantitatief consumentenonderzoek

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: 8

Number of tenders received from SMEs: 7

Number of tenders received by electronic means: 8

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 V: Award of contract**

Contract No: VLAM/2022/08

Lot No: 2

Title:

Kwalitatief consumentenonderzoek

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: 6

Number of tenders received from SMEs: 5

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: InSites Compages N.V.

National registration number: 0837.297.070

Postal address: Evergemsesteenweg 195

Town: Gent

NUTS code: BE234 Arr. Gent

Postal code: 9032

Country: Belgium

The contractor is an SME: no

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 V: Award of contract

Contract No: VLAM/2022/08

Lot No: 3

Title:

B2B-onderzoek (retail, foodservices, ...)

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: 3

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: PROFACTS BV

National registration number: 0883.521.431

Postal address: Pauline Van Pottelsberghelaan 12

Town: Gent

NUTS code: BE234 Arr. Gent

Postal code: 9051

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: VLAM

Postal address: Koning Albert II-laan 35 bus 50

Town: Brussel

Postal code: 1030

Country: Belgium

E-mail: frederik.kempinck@vlam.be

VI.5. Date of dispatch of this notice

31/01/2023