

Spain-Santiago de Compostela: Advertising services

OJ S 46/2015 06/03/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Conselleria del Medio Rural y del Mar

Postal address: Edificio administrativo, nº 5, San Caetano, s/n, 2º piso

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: licitacion.medioruralemar@xunta.es

Telephone: +34 98154-5737/5738

Fax: +34 981544047

Internet address(es):

General address of the contracting authority: <http://medioruralemar.xunta.es/transparencia/contratacion/>

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

Regional or local authority

I.3. Main activity

Other: Medio Rural y Mar

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

Section II: Object of the contract

II.1. Description

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

Servicio consistente en el desarrollo de una campaña para la promoción, sensibilización, comercialización y venta de productos procedentes de la pesca, el marisqueo y la acuicultura (3 lotes).

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: El ámbito territorial es el de la Comunidad Autónoma de Galicia.

NUTS code ES España

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)

El objeto de esta contratación es el desarrollo de una campaña de promoción sensibilización, comercialización y venta de productos procedentes de la pesca, el marisqueo y la acuicultura.

II.1.6. CPV code(s)

79341000 Advertising services, 63120000 Storage and warehousing services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

800 000 EUR.

Estimated value excluding VAT: 800 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

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

Start 14.5.2015. Completion 30.11.2015

Information about lots

Lot No: 1

Lot title: 1

1) Short description

Materiales para punto de venta, edición y merchandising.

2) CPV code(s)

63120000 Storage and warehousing services

3) Quantity or scope

200 000 EUR.

Estimated value excluding VAT: 200 000 EUR

4) Indication about different time frame or duration

5) Additional information about lots

Se exige la siguiente clasificación: Grupo M, Subgrupo 4, categoría B.

Lot No: 2

Lot title: 2

1) Short description

Vallas.

2) CPV code(s)

79341000 Advertising services

3) Quantity or scope

200 000 EUR.

Estimated value excluding VAT: 200 000 EUR

4) Indication about different time frame or duration

5) Additional information about lots

Se exige la siguiente clasificación: Grupo T, Subgrupo1, categoría B.

Lot No: 3

Lot title: 3

1) Short description

Plan de medios.

2) CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

3) Quantity or scope

400 000 EUR.

Estimated value excluding VAT: 400 000 EUR

4) Indication about different time frame or duration

5) Additional information about lots

Se exige la siguiente clasificación:

Grupo T, Subgrupo1, categoría C.

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Para cada uno de los lotes 1 y 2 se constituirá una garantía definitiva por cuantía del 5 % del importe de adjudicación, excluido el IVA. Y para el lote 3 por una cuantía del 5 % del importe de licitación excluido el IVA (20 000 EUR).

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

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

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

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

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

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

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

21/2015

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2014/S 219-387371](#) of 13.11.2014

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: 1.4.2015 - 14:00

IV.3.4. Time limit for receipt of tenders or requests to participate

1.4.2015 - 19:00

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

Spanish.

Other: Gallego.

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

Duration in months: 2 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. 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: Fondo Europeo de Pesca en un 75 %. Eje/Medida. Desarrollo de nuevos mercados y campañas de promoción.

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda. General Perón, 38

Town: Madrid

Postal code: 28080

Country: Spain

Telephone: +34 913491446

Internet address: <http://minhap.gob.es>

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

4.3.2015