

Sweden-Stockholm: Advertising and marketing services
OJ S 31/2022 14/02/2022
Contract notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Mälardalstrafik MÄLAB Aktiebolag

National registration number: 556425-0610

Postal address: Centralplan 3

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 11120

Country: Sweden

Contact person: Daniel Brynolf

E-mail: daniel.brynolf@malardalstrafik.se

Internet address(es):

Main address: <https://malardalstrafik.se/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afvcfveycy&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afvcfveycy&GoTo=Tender>

I.6. Main activity

Railway services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ramavtal Kommunikationstjänster

Reference number: 10-2022

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandlingen omfattar olika typer av kommunikationstjänster, media, webb och event. Syftet är att teckna ramavtal med en fullservicebyrå för att säkra tillgång till professionell kompetens och resurser genom en leverantör som genom ett helhetsåtagande kan stötta oss i vårt kommunikations- och marknadsföringsarbete.

Det totala upphandlingsvärdet uppskattas till cirka 5- 6,5 miljoner SEK per år.

II.1.5. Estimated total value

Value excluding VAT: 33 000 000,00 SEK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79430000 Crisis management services, 79820000 Services related to printing, 79822500 Graphic design services, 79960000 Photographic and ancillary services, 92110000 Motion picture and video tape production and related services, 92111210 Advertising film production

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Upphandlingen omfattar olika typer av kommunikationstjänster, media, webb och event. Syftet är att teckna ramavtal med en fullservicebyrå för att säkra tillgång till professionell kompetens och resurser genom en leverantör som genom ett helhetsåtagande kan stötta oss i vårt kommunikations- och marknadsföringsarbete.

Det totala upphandlingsvärdet uppskattas till cirka 5- 6,5 miljoner SEK per år.

Mer information framgår av upphandlingsdokumenten.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 33 000 000,00 SEK

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 60

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: no

II.2.14. Additional information

Denna upphandling ersätter befintligt ramavtal som löper ut i februari 2022. Det kan finnas avrop som pågår även efter avtalstiden.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:
Enligt upphandlingsdokumenten.

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.4. Objective rules and criteria for participation

List and brief description of rules and criteria:
Enligt upphandlingsdokumenten.

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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
Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 15/03/2022 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Swedish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 15/09/2022

IV.2.7. Conditions for opening of tenders

Date: 16/03/2022 Local time: 00:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Merzell annons: <https://opic.com/id/afvcfveycy>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

09/02/2022