

**Luxembourg-Luxembourg: Advertising services**

OJ S 54/2014 18/03/2014

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Société de l'Aéroport de Luxembourg S.A.

Postal address: B.P. 635

Town: Luxembourg

Postal code: L-2016

Country: Luxembourg

Contact person: Project Office Société de l'Aéroport de Luxembourg S.A.

For the attention of: René Steinhaus and Thibault Olbrechts

E-mail: [projectoffice@lux-airport.lu](mailto:projectoffice@lux-airport.lu)

Telephone: +352 24642040

Fax: +352 24643009

**Internet address(es):**General address of the contracting authority: <http://www.lux-airport.lu>**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**

Other: Private company

**I.3. Main activity**

Other: Airport

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

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Sales and operation of advertising space at Aéroport de Luxembourg (Findel).

**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: Aéroport de Luxembourg (Findel).

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **II.1.4. Information about framework agreement**

#### **II.1.5. Short description of the contract or purchase(s)**

The objective of this tender is to find a partner for the Société de l'Aéroport de Luxembourg S. A. specialized in airport advertising that will:

- Sell and operate the entire indoor advertising space in the Terminal of the Aéroport de Luxembourg (Findel), including boarding bridges and other elements (e.g. parking areas and boarding piers);
- Maximize the revenue from this operation;
- Invest in new advertising infrastructure;
- Develop the design and image of the airport by providing new advertising concepts in line with best-in-class advertising and aesthetic standards;
- Work hand in hand with the airport Management & Operations;
- Support the promotion of the local community and tourism through cooperative integration of non-revenue advertising possibilities.

#### **II.1.6. CPV code(s)**

79341000 Advertising services

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

The procurement is covered by the Government Procurement Agreement: yes

#### **II.1.8. Lots**

This contract is divided into lots: no

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

#### **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**

Duration in months: 120 (from the award of the contract)

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

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

The selected operator will be responsible for collecting payments made by advertising clients and for providing a monthly overview of its net revenue to the contracting authority.

The revenue-based fee to be paid to the contracting authority by the selected operator will be due on a monthly basis. The contract will include a minimum guaranteed fee due on a monthly basis.

### **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: yes

Description of particular conditions: The selected operator is obliged to dedicate a share of its advertising space to the promotion of the local community and tourism through cooperative integration of non-revenue advertising possibilities. The terms of this obligation will be discussed during the tender and agreed upon in the signed contract.

## **III.2. Conditions for participation**

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

List and brief description of conditions: A. Declaration and official evidence provided by the adequate authorities that the candidate properly fulfills its obligations to pay taxes and contribution to social security;

B. Declaration that no violations against labor, safety, social rules or against environmental regulations have been committed by the company or its people;

C. Declaration that neither insolvency procedures nor any other legal procedures are initiated against candidate's assets, and that the company is not currently in liquidation.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: For 2011, 2012 and 2013:

A.1. Annual turnover (global, in EUR);

A.2. Annual turnover related to advertising in the transportation sector (in EUR);

A.3. Annual turnover related to advertising in airports (in EUR);

A.4. Annual turnover related to advertising in European airports (in EUR).

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

A. For 2011, 2012 and 2013, average number of employees within the commercial organization (if available);

B. Number of subsidiaries of the company (if available);

C. Number of airports where advertising is operated by the candidate worldwide – and thereof in Europe – and the number of airports present within the international network of the candidate worldwide – and thereof in Europe;

D. At least one reference providing evidence for the successful operation of advertising services at another airport or major transport hub.

### **III.2.4. Information about reserved contracts**

## **III.3. Conditions specific to services contracts**

### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

### **III.3.2. 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: yes

## **Section IV: Procedure**

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## **IV.1. Type of procedure**

### **IV.1.1. Type of procedure**

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures) no

### **IV.1.2. Information about the limits on the number of candidates to be invited**

Envisaged minimum number 3

### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated yes

## **IV.2. Award criteria**

### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Criteria below

1. Minimum Annual Guarantee. Weighting 25
2. Revenue-based fee. Weighting 25
3. Concept quality. Weighting 12
4. Functional alignment. Weighting 6
5. Physical operation. Weighting 6
6. Marketing plan. Weighting 6
7. Business identity. Weighting 5
8. Market coverage. Weighting 5
9. Airport experience. Weighting 5
10. Overall tender quality. Weighting 5

### **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**

### **IV.3.2. Previous publication concerning this procedure**

no

### **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: 21.4.2014 - 20:00

Payable documents: no

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

25.4.2014 - 14:00

### **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**

English.

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

## IV.3.8. Conditions for opening of tenders

### Section VI: Complementary information

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#### 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:  
no

#### VI.3. Additional information

— The Airport is considering the option of reopening its Terminal B in the future. Although no decision has currently been taken, all parties should be aware of the possible extension of the related advertising area. In case the Terminal B would be reopened during the contract period, the Airport does not intend to tender the new area and will discuss the advertising potential with the winning party of this tender.

— The winning candidate will be responsible for the construction, fabrication, purchase, installation and duplication or otherwise production and maintenance of all required displays and display materials.

— The expected start-up date is November 2014.

— Description of the tender process:

##### 1. Request for Interest (RFI)

All parties are invited to express their interest to operate the advertising at the Aéroport de Luxembourg (Findel), following this publication.

The RFI phase also aims at verifying that all candidates are eligible for the RFP phase through a full compliance with the conditions for participation specified by the Société de l'Aéroport de Luxembourg S.A. Compliance must be ensured by the submission of all the prequalification documents as requested in this publication. These requirements are described in Section III of the contract notice.

##### 2. Request for Proposal (RFP)

Eligible parties that have shown their interest for the tender will receive the RFP documents in order to participate in the subsequent tender process. RFP documents will only be sent after the deadline of the RFI phase and the eligibility assessment of all interested parties.

Parties invited to the RFP will have the possibility to prepare and submit a proposal. These proposals will be evaluated according to specific award criteria, prescribed by the Société de l'Aéroport de Luxembourg and detailed in Part 3 of this section (Assessment).

In the first weeks of the RFP phase, all invited participants will receive the possibility from the Société de l'Aéroport de Luxembourg to participate in an on-site visit of the terminal facilities. The tendering party keeps the right to ask bidders for additional information about the content of their offer.

##### 3. Assessment

All proposals submitted by participants invited to the RFP will be assessed according to a set of criteria based on a point system. The criteria are prescribed by Société de l'Aéroport de Luxembourg and are detailed in Section IV.2.1).

##### 4. Negotiation

After the proposal assessment, the Société de l'Aéroport de Luxembourg will select a minimum of the three (3) best ranked candidates, with whom it will conduct negotiations. If the number of candidates that comply with the selection criteria remains inferior to the set minimum of three (3), the procedure will continue with the complying candidates, according to Luxembourgish legislation.

Selected bidders are invited to the first negotiation round, where they are able to present and discuss their offer to and with the Société de l'Aéroport de Luxembourg. After the first round, selected candidates are invited for a second and final negotiation round. At the end of the negotiations, the tendering party will decide on the winning bid.

— In an effort to facilitate the submission process, the Project Office has created standard forms that candidates can use. These forms can be provided upon email request to the Project Office.

— All documents must not be older than six (6) months starting from the official publication date in the Official Journal of the European Union. The Project Office is entitled to request additional documents or the original copy of a particular document, in case it has concerns regarding candidate eligibility. Furthermore, all statements and references submitted should be valid in time as specified in the requests for interest and proposal.

— Candidates are asked to structure the requested information in the following order: duly signed notification of interest, personal situation of the candidate, economic and financial ability of the candidate, technical capacity of the candidate

— In case of hand delivery, we kindly ask you to make an appointment with the Project Office, where we will receive your documents in exchange for a submission receipt. Please announce yourself at the Aéroport de Luxembourg information desk of the terminal (Main Airport Building, located at 4, Rue de Trèves) or contact us at the phone number (+352) 24 64 20 40.

— In case of any change to the prequalification phase, the Project Office has the right to shift the assessment of the candidates, concerning their eligibility to take part in the RFP, to a later point in time.

— Please note that the Société de l'Aéroport de Luxembourg will not charge candidates for the information provided, and that no compensation will be granted for either prequalification or offer preparation.

— All submitted documents related to the tendering process will remain property of the Project Office for documentation purposes.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Tribunal administratif

Postal address: Nouvel Hémicycle, 1 rue du Fort Thüngen

Town: Luxembourg

Postal code: 1499

Country: Luxembourg

Telephone: +352 421051

Fax: +352 421057889

##### **VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: Summary and extraordinary appeal procedures (requêtes en référé) can be lodged during fifteen (15) days following the designation of the winning candidate.

Full appeal procedures (recours en annulation) can be lodged during three (3) months following the designation of the winning candidate.

##### **VI.4.3. Service from which information about the review procedure may be obtained**

##### **VI.5. Date of dispatch of this notice**

13.3.2014