

**B-Brussels: framework contract for communication activities**  
**OJ S 57/2012 22/03/2012**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Commission, Directorate-General for Agriculture and Rural Development

Postal address: Office L130-04/148A

Town: Brussels

Postal code: 1049

Country: Belgium

Contact person: Nikos Chatzoudis

For the attention of: Mrs Angela Filote

E-mail: [agri-k1@ec.europa.eu](mailto:agri-k1@ec.europa.eu)

Telephone: +32 22959786 / 22985526

Fax: +32 22991761

**Internet address(es):**

General address of the contracting authority: <http://ec.europa.eu>

Address of the buyer profile: [http://ec.europa.eu/dgs/agriculture/tender\\_en.htm](http://ec.europa.eu/dgs/agriculture/tender_en.htm)

**I.2. Type of the contracting authority**

European institution/agency or international organisation

**I.3. Main activity**

General public services

**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**

Framework contract for communication activities.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 27: Other services

Main site or place of performance: EU.

NUTS code

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

The procurement involves the establishment of a framework agreement

**II.1.4. Short description of the contract or purchase(s)**

Framework contract for communication activities.

#### **II.1.5. CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 75100000 Administration services, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342200 Promotional services, 79313000 Performance review services

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

Value: 15 000 000 EUR  
excluding VAT

### **Section IV: Procedure**

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

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

Open

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

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

The most economically advantageous tender in terms of  
1. Quality. Weighting 50  
2. Price. Weighting 50

##### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

#### **IV.3. Administrative information**

##### **IV.3.1. File reference number attributed by the contracting authority**

AGRI-2010-K1-01.

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

###### **Prior information notice**

Notice number in the OJ S: [2010/S 207-315293](#) of 23.10.2010

###### **Contract notice**

Notice number in the OJ S: [2010/S 250-382231](#) of 24.12.2010

###### **Other previous publications**

Notice number in the OJ S: [2011/S 50-081109](#) of 12.3.2011

### **Section V: Award of contract**

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Contract No: AGRI-2011-

Lot title: Framework contract for communication activities

#### **V.1. Date of conclusion of the contract**

11.1.2012

#### **V.2. Information about tenders**

Number of tenders received: 11

### **V.3. Name and address of the contractor**

Official name: Mostra SA  
Postal address: chaussée d'Alsemberg 1001  
Town: Brussels  
Postal code: 1080  
Country: Belgium  
E-mail: [pv@mostra.com](mailto:pv@mostra.com)  
Telephone: +32 25374400  
Fax: +32 2537267  
Internet address: <http://www.mostra.be/>

### **V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:  
Value: 15 000 000 EUR  
excluding VAT  
Total value of the procurement:  
Value: 15 000 000 EUR  
excluding VAT  
If annual or monthly value:  
Number of months: 48

### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

## **Section VI: Complementary information**

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### **VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **VI.2. Additional information**

### **VI.3. Procedures for review**

#### **VI.3.1. Review body**

Official name: General Court  
Postal address: rue du Fort Niedergrünewald  
Town: Luxembourg  
Postal code: 2925  
Country: Luxembourg  
E-mail: [cfi.registry@curia.europa.eu](mailto:cfi.registry@curia.europa.eu)  
Telephone: +352 4303-1  
Fax: +352 4303-2100  
Internet address: <http://curia.europa.eu>

#### **VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: Within 2 months of the petitioner's being notified or, failing this, of the date on which he became aware thereof. Lodging a complaint with the European Ombudsman will not have the effect of either suspending this deadline or creating a new deadline for appeals

#### **VI.3.3. Service from which information about the review procedure may be obtained**

Official name: General Court  
Postal address: rue du Fort Niedergrünewald  
Town: Luxembourg  
Postal code: 2925  
Country: Luxembourg  
E-mail: [cfi.registry@curia.europa.eu](mailto:cfi.registry@curia.europa.eu)  
Telephone: +352 4303-1  
Fax: +352 4303-2100  
Internet address: <http://curia.europa.eu>

**VI.4. Date of dispatch of this notice**

12.3.2012