

Belgium-La Louvière: Advertising and marketing services

OJ S 55/2014 19/03/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Régie communale autonome de La Louvière

Postal address: Place Communale 1

Town: La Louvière

Postal code: 7100

Country: Belgium

Additional information can be obtained from:

Official name: Régie communale autonome de La Louvière

Postal address: Place Communale 1

Town: La Louvière

Postal code: 7100

Country: Belgium

For the attention of: Stefana Baio (directrice)

E-mail: sbaio@lalouviere.be

Telephone: +32 64885159

Fax: +34 64885008

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Ville de la louvière

Postal address: Rue Albert 1er 19

Town: La Louvière

Postal code: 7100

Country: Belgium

For the attention of: Marie-Odile Jouniaux

E-mail: mojouniaux@lalouviere.be

Telephone: +32 64277938

Tenders or requests to participate must be submitted: Official name: Ville de la Louvière

Postal address: Rue Albert 1er 19

Town: La Louvière

Postal code: 7100

Country: Belgium

For the attention of: Marie-Odile Jouniaux

E-mail: mojouniaux@lalouviere.be

Telephone: +32 64277938

I.2. Type of the contracting authority

Other: Régie communale autonome

I.3. Main activity

Economic and financial affairs

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

II.1. Description

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

Communication et marketing.

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

Services

Service category No 7: Computer and related services

Main site or place of performance: La Louvière

NUTS code BE325 Arr. Soignies

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)

Communication/marketing pour le centre aquatique Le Point d'Eau et le Hall des Expositions.

II.1.6. CPV code(s)

79340000 Advertising and marketing 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

II.2.2. Information about options

II.2.3. Information about renewals

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

Duration in months: 36 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Point d'eau

1) Short description

Le partenaire sélectionné devra appuyer la Direction du Centre Aquatique dans l'élaboration de la politique de communication et de la stratégie marketing.

2) CPV code(s)

79340000 Advertising and marketing services

- 3) **Quantity or scope**
- 4) **Indication about different time frame or duration**
- 5) **Additional information about lots**

Lot No: 2

Lot title: Louvexpo

1) Short description

Le partenaire sélectionné devra appuyer la Direction du Louvexpo dans l'élaboration de sa politique de communication et de sa stratégie marketing.

2) CPV code(s)

79340000 Advertising and marketing services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Il ne sera pas exigé de cautionnement pour tout marché dont le montant attribué est inférieur à 50.000 EUR hors TVA.

Dans le cas contraire, le cautionnement est fixé à 5 % du montant total, hors TVA, du marché. Le montant ainsi obtenu est arrondi à la dizaine d'euro supérieure.

Le cautionnement peut être constitué conformément aux dispositions légales et réglementaires, soit en numéraire, ou en fonds publics, soit sous forme de cautionnement collectif.

Le cautionnement peut également être constitué par une garantie accordée par un établissement de crédit satisfaisant au prescrit de la législation relative au statut et au contrôle des établissements de crédit ou par une entreprise d'assurances satisfaisant au prescrit de la législation relative au contrôle des entreprises d'assurances et agréée pour la branche 15 (caution).

L'adjudicataire doit, dans les trente jours suivant le jour de la conclusion du marché, justifier la constitution du cautionnement par lui-même ou par un tiers.

La preuve du cautionnement est à envoyer par recommandé à: RCA - Place Communale à 7100 La Louvière.

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

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: Voir cahier spécial des charges.

III.2.2. Economic and financial ability

List and brief description of conditions: Voir cahier spécial des charges.

III.2.3. Technical and professional ability

List and brief description of conditions:
Voir cahier spécial des charges.

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

IV.3. Administrative information

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

MOJ/2014-COMMUNICATION-MARKETING

IV.3.2. Previous publication concerning this procedure

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: 1.5.2014
Payable documents: no

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

9.5.2014 - 10:00

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

French.

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

Duration in days: 120 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 9.5.2014 - 10:00

Place:

Cellule marchés publics

Rue Albert 1er 19 (2ème étage)

7100 La Louvière

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

@Ref:00724568/2014004256

Informations sur le(s) cahier(s) des charges/document(s):

demande par mail à adresser à mojouniaux@lalouviere.be

VI.4. Procedures for review

VI.4.1. Review body

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

14.3.2014