

**Sweden-Gothenburg: Advertising and marketing services**

OJ S 43/2020 02/03/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Statens Museer för världskultur

National registration number: 202100-5075

Postal address: Box 5306

Town: Göteborg

NUTS code: SE232 Västra Götalands län

Postal code: 402 27

Country: Sweden

Contact person: Olof Stigh

E-mail: [olof.stigh@varldskulturmuseerna.se](mailto:olof.stigh@varldskulturmuseerna.se)**Internet address(es):**Main address: <http://www.smvk.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=afnvyrbkpi&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=afnvyrbkpi&GoTo=Tender>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Marknads och kommunikationskampanjer 2020

Reference number: 85/2020 2.3

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Världskulturmuseerna lanserar tre större utställningar. På Världskulturmuseet visas Kimono – Kyoto to Catwalk (från V&A Museum), Östasiatiska museet visas Boro (japanska trastextilier som blivit high fashion) & på Etnografiska museet öppnar utställningen Human Nature – om vår konsumtion & planetens framtid. Uppdragstagaren kommer att arbeta i dialog med museernas kommunikation- och marknadsavdelning för att skapa en helhet som både svarar mot de enskilda utställningarnas karaktär & behov av enhetlighet.

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79416100 Public relations management services

#### **II.2.3. Place of performance**

NUTS code: SE232 Västra Götalands län

#### **II.2.4. Description of the procurement**

Världskulturmuseerna lanserar tre större utställningar. På Världskulturmuseet visas Kimono – Kyoto to Catwalk (från V&A Museum), Östasiatiska museet visas Boro (japanska trastextilier som blivit high fashion) & på Etnografiska museet öppnar utställningen Human Nature – om vår konsumtion & planetens framtid. Uppdragstagaren kommer att arbeta i dialog med museernas kommunikation- och marknadsavdelning för att skapa en helhet som både svarar mot de enskilda utställningarnas karaktär & behov av enhetlighet.

#### **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**

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

Start: 27/04/2020 End: 31/10/2020

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**

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1.**

**Type of procedure**

Open procedure

**IV.1.3. Information about a framework agreement or a dynamic purchasing system****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: 06/04/2020 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: 03/10/2020

**IV.2.7. Conditions for opening of tenders**

Date: 07/04/2020 Local time: 00:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

Visma annons: <https://opic.com/id/afnvyrbkpi>

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Förvaltningsrätten i Göteborg

Town: Göteborg

Country: Sweden

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

28/02/2020