

Belgium-Brussels: Marketing services
OJ S 36/2023 20/02/2023
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: European Travel Commission / Commission Européenne du Tourisme

National registration number: BE0408138386

Postal address: Rue du Marché aux Herbes 61

Town: Brussels

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: info@visiteurope.com

Telephone: +32 25490000

Internet address(es):

Main address: www.etc-corporate.org

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://etc-corporate.org/requests-for-proposals/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://etc-corporate.org/requests-for-proposals/submission-form/>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Tourism

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Reboot Nordic Tourism in China 2023

Reference number: JPP4 - 3 - Nordic Tourism in China

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

This procedure aims to conclude an agreement with a contractor for the development and execution of a promotional campaign targeted towards the Chinese market. The project subject of this procurement is implemented by ETC in partnership with three National Tourism Organisations.

II.1.5. Estimated total value

Value excluding VAT: 236 983,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

II.2.4. Description of the procurement

The contractor is expected to deliver the following three interconnected and indivisible assignments:

1. Creative and Content Production

Creative design, development and production of inspiring and engaging videos and other relevant supporting editorials, images. The campaign should focus on inspirational messages. The content must cover a range of experiences that highlight Europe in general and the destinations in focus, in particular around the themes of nature, outdoors and lifestyle. The content must be developed and edited in the local language (Mandarin Chinese), presenting a bespoke and tailored approach for the target interest-based community (B2C) in China. Additionally, the content must have a focus on sustainability.

2. Content Distribution and Promotion

Digital distribution and advertisement of the content to B2C target audiences at scale in China, increasing the total media exposure for the three Nordic countries. Recruitment of Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs) to experience the sustainable activities in Denmark, Finland and Sweden and to communicate on their own channels about the campaign.

3. Offline Event

Organisation of an offline event either in Beijing or in Shanghai, including Nordic elements and /or activities and involving local tour operators, relevant media outlets and KOLs.

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: 236 983,00 EUR

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

Duration in months: 9

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:
yes

Identification of the project: contract SI2.887430 grant number 326/G/GRO/SME/22/12753

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

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

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

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

Date: 26/03/2023 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

English

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 27/03/2023 Local time: 09:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: European Travel Commission/Commission Européenne du Tourisme

Town: Brussels

Country: Belgium

VI.5. Date of dispatch of this notice

15/02/2023