

## Spain-Malaga: Advertising services

OJ S 50/2021 12/03/2021

Contract notice

Services

### Legal Basis:

Directive 2014/24/EU

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S. A.

National registration number: A-93/090744

Postal address: C/ Compañía, 40

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29008

Country: Spain

Contact person: C/ Compañía, 40

E-mail: [contratacion@andalucia.org](mailto:contratacion@andalucia.org)

Telephone: +34 951299300

#### Internet address(es):

Main address: <http://www.juntadeandalucia.es/contratacion>

### I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.juntadeandalucia.es/contratacion>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://sirecftdpriexp.chap.junta-andalucia.es/licitacion-electronica/index.action>

### I.4. Type of the contracting authority

Other type: Empresa pública

### I.5. Main activity

Other activity: Promocionar el turismo y el deporte

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

Planificación y compra de espacios publicitarios para la promoción del destino Andalucía en el ámbito internacional durante 2021

Reference number: C101-06VAS-0221-0026

#### II.1.2. Main CPV code

79341000 Advertising services

#### II.1.3. Type of contract

Services

#### **II.1.4. Short description**

Planificación y compra de espacios publicitarios para la promoción del destino Andalucía en el ámbito internacional durante 2021.

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

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

This contract is divided into lots: yes  
Tenders may be submitted for all lots

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

#### **II.2.1. Title**

Campaña para la promoción turística de Andalucía en Reino Unido  
Lot No: 1

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

79341000 Advertising services

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

NUTS code: UK United Kingdom

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

Campaña para la promoción turística de Andalucía en Reino Unido.

#### **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**

Duration in months: 6  
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: El contrato está financiado con fondos comunitarios: Programa Operativo Integrado de Andalucía 2014-2020 (Andalucía se mueve con Europa, tasa de cofinanciación: 80 %).

#### **II.2.14. Additional information**

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

#### **II.2.1. Title**

Campaña para la promoción turística de Andalucía en Alemania  
Lot No: 2

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

79341000 Advertising services

**II.2.3. Place of performance**

NUTS code: DE Deutschland

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

Campaña para la promoción turística de Andalucía en Alemania.

**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**

Duration in months: 6

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: El contrato está financiado con fondos comunitarios: Programa Operativo Integrado de Andalucía 2014-2020 (Andalucía se mueve con Europa, tasa de cofinanciación: 80 %).

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Campaña para la promoción turística de Andalucía en Francia

Lot No: 3

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

79341000 Advertising services

**II.2.3. Place of performance**

NUTS code: FR France

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

Campaña para la promoción turística de Andalucía en Francia.

**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**

Duration in months: 6

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: El contrato está financiado con fondos comunitarios: Programa Operativo Integrado de Andalucía 2014-2020 (Andalucía se mueve con Europa, tasa de cofinanciación: 80 %).

### **II.2.14. Additional information**

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

##### **II.2.1. Title**

Campaña para la promoción turística de Andalucía en plataformas panaeuropeas digitales (noticias y deportes)

Lot No: 4

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

79341000 Advertising services

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

NUTS code: IS Island

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

Campaña para la promoción turística de Andalucía en plataformas panaeuropeas digitales (noticias y deportes).

##### **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**

Duration in months: 6

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: El contrato está financiado con fondos comunitarios: Programa Operativo Integrado de Andalucía 2014-2020 (Andalucía se mueve con Europa, tasa de cofinanciación: 80 %).

## **II.2.14. Additional information**

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

#### **II.2.1. Title**

Campaña para la promoción turística de Andalucía en Suecia, Noruega, Holanda, Bélgica, Luxemburgo, Portugal e Italia  
Lot No: 5

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

79341000 Advertising services

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

NUTS code: IT Italia

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

Campaña para la promoción turística de Andalucía en Suecia, Noruega, Holanda, Bélgica, Luxemburgo, Portugal e Italia.

#### **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**

Duration in months: 6  
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: El contrato está financiado con fondos comunitarios: Programa Operativo Integrado de Andalucía 2014-2020 (Andalucía se mueve con Europa, tasa de cofinanciación: 80 %).

## **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: no

**IV.2. Administrative information**

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

Date: 12/04/2021 Local time: 14:00

**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**

Spanish

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

Date: 13/04/2021 Local time: 09:00

**Section VI: Complementary information**

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**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: Tribunal Administrativo de Recursos Contractuales

Town: Sevilla

Country: Spain

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

08/03/2021