

**Belgium-Brussels: Multiple Framework Service Contracts in Cascade for the Organisation of Events and Promotional Actions, including Stands at Major Audiovisual Markets**

OJ S 57/2022 22/03/2022

Contract award notice

Services

**Legal Basis:**

Regulation (EU, Euratom) No 2018/1046

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: European Education and Culture Executive Agency (EACEA)

Postal address: European Commission, European Education and Culture Executive Agency (EACEA), EACEA.B.2 Media, J-59 03/033, ref.: Call for tenders EACEA/2021/OP/0002 – EACEAB2 – Audiovisual events/promo actions

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1049

Country: Belgium

Contact person: Harald Trettenbrein

E-mail: [EACEA-MEDIA-PROMO@ec.europa.eu](mailto:EACEA-MEDIA-PROMO@ec.europa.eu)**Internet address(es):**Main address: <https://eacea.ec.europa.eu/>Address of the buyer profile: [https://www.eacea.ec.europa.eu/about-eacea/about-eacea\\_en](https://www.eacea.ec.europa.eu/about-eacea/about-eacea_en)**I.1. Name and addresses**

Official name: European Commission, Directorate-General for Communications Networks, Content and Technology (CONNECT)

Postal address: European Commission, CNECT.DDG2.I.3 - Audiovisual Industry and Media Support Programmes, BU25 05/130, ref.: Call for tenders EACEA/2021/OP/0002 – EACEAB2 – Audiovisual events/promo actions

Town: Brussels

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1049

Country: Belgium

Contact person: Recalde Langarica Lucia

E-mail: [Lucia.Recalde@ec.europa.eu](mailto:Lucia.Recalde@ec.europa.eu)**Internet address(es):**Main address: [https://ec.europa.eu/info/departments/communications-networks-content-and-technology\\_en](https://ec.europa.eu/info/departments/communications-networks-content-and-technology_en)**I.2. Information about joint procurement**

The contract involves joint procurement

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

European institution/agency or international organisation

**I.5. Main activity**

General public services

## Section II: Object

---

### II.1. Scope of the procurement

#### II.1.1. Title

Multiple Framework Service Contracts in Cascade for the Organisation of Events and Promotional Actions, including Stands at Major Audiovisual Markets  
Reference number: EACEA/2021/OP/0002

#### II.1.2. Main CPV code

79952000 Event services

#### II.1.3. Type of contract

Services

#### II.1.4. Short description

The object of this call for tenders is to provide the European Education and Culture Executive Agency, particularly the Media Unit in charge of implementing the Creative Europe programme media strand, and the European Commission, particularly the Audiovisual Industry and Media Support Programme Unit of DG CONNECT, with services related to the organisation of events and promotional activities, including stands, at major audiovisual markets.

#### II.1.6. Information about lots

This contract is divided into lots: no

#### II.1.7. Total value of the procurement

Value excluding VAT: 30 000 000,00 EUR

### II.2. Description

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

79952000 Event services

#### II.2.3. Place of performance

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

Main site or place of performance: Please consult the procurement documents available at the address indicated in Section I.3). The NUTS code is the one of the contracting authority's premises.

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

Multiple framework service contract in cascade for the organisation of events and promotional actions, including stands at major audiovisual markets.

Please consult the procurement documents available at the address indicated in Section I.3).

#### II.2.5. Award criteria

Quality criterion - Name: Quality of the proposed methodology / Weighting: 60

Quality criterion - Name: Organisation of the work and resources / Weighting: 20

Quality criterion - Name: Quality control measures and approach to sustainability, accessibility and social impact / Weighting: 20

Price - Weighting: 40

#### 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: Please consult the procurement documents available at the address indicated in Section I.3).

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

Please consult the procurement documents available at the address indicated in Section I.3).

## **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**

The procurement involves the establishment of a framework agreement

#### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 143-379155](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

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

---

**Contract No:** EACEA-2022-MEDFWC-01 CF

**Title:**

Multiple Framework Service Contract in Cascade for the Organisation of Events and Promotional Actions, including Stands at Major Audiovisual Markets

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

20/01/2022

#### **V.2.2. Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: yes

**V.2.3. Name and address of the contractor**

Official name: Conception, Etudes et Cooperation de Formation  
National registration number: BE0419831539  
Postal address: Rue Leon Fredericq 14  
Town: Liège  
NUTS code: BE33 Prov. Liège  
Postal code: 4020  
Country: Belgium  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Team Work  
National registration number: FR65391325792  
Postal address: 8 rue du Dahomey  
Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75011  
Country: France  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: Conception, Etudes et Cooperation de Formation – CECOFORMA  
National registration number: BE0419831539  
Postal address: Rue Leon Fredericq 14  
Town: Liège  
NUTS code: BE33 Prov. Liège  
Postal code: 4020  
Country: Belgium  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: VO Europe  
National registration number: BE0849627948  
Postal address: Stallestraat 142  
Town: Brussels  
NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest  
Postal code: 1180  
Country: Belgium  
The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 30 000 000,00 EUR  
Total value of the contract/lot: 30 000 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Value excluding VAT: 7 500 000,00 EUR Proportion: 25 % Short description of the part of the contract to be subcontracted:  
Stand design and construction  
Management of participants  
Social media and communication management including community management  
Creative concepts of communication and promotion activities

## Section VI: Complementary information

---

### VI.3. Additional information

Please consult the procurement documents available at the address indicated in Section I.3). In case of unavailability or disruptions in the functioning of the electronic means of communication provided in Section I.3) in the last five calendar days before the time limit for receipt indicated in Section IV.2.2), the contracting authority reserves the right to extend this time limit and publish the extension at the internet address provided in Section I.3), without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in Section I.3) in order to get notified when new information or documents are published.

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: General Court of the European Union  
Postal address: rue du Fort Niedergrünwald  
Town: Luxembourg  
Postal code: L-2925  
Country: Luxembourg  
E-mail: [GC.Registry@curia.europa.eu](mailto:GC.Registry@curia.europa.eu)  
Telephone: +352 4303-1  
Internet address: <http://curia.europa.eu>

#### VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:  
Please consult the procurement documents available at the address indicated in Section I.3).

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

15/03/2022