

**Luxembourg-Luxembourg: Advertising and marketing services**

OJ S 60/2022 25/03/2022

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Banque centrale du Luxembourg

Postal address: 2 Boulevard Royal

Town: Luxembourg

NUTS code: LU Luxembourg

Postal code: 2983

Country: Luxembourg

E-mail: [soumission@bcl.lu](mailto:soumission@bcl.lu)**Internet address(es):**Main address: <https://www.bcl.lu>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://pmp.b2g.etat.lu/?page=entreprise>.

[EntrepriseDetailsConsultation&id=524167&orgAcronyme=t5y](https://pmp.b2g.etat.lu/?page=entreprise.EntrepriseDetailsConsultation&id=524167&orgAcronyme=t5y)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://pmp.b2g.etat.lu/?page=entreprise.EntrepriseDetailsConsultation&id=524167&orgAcronyme=t5y>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://pmp.b2g.etat.lu/?page=entreprise>.

[EntrepriseDetailsConsultation&id=524167&orgAcronyme=t5y](https://pmp.b2g.etat.lu/?page=entreprise.EntrepriseDetailsConsultation&id=524167&orgAcronyme=t5y)

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

Body governed by public law

**I.5. Main activity**

Economic and financial affairs

**Section II: Object**

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

Services d'agence(s) de communication

Reference number: 2200483

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

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

La BCL vous invite à remettre une offre pour des services de communication sur les aspects suivants : LOT 1 : Marque employeur basée sur une stratégie de contenu LOT 2 : Mise en page et impression de documents BCL

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

Value excluding VAT: 900 000,00 EUR

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

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

## **II.2. Description**

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

Marque Employeur BCL

Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: LU Luxembourg

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

La BCL souhaite s'adjoindre un partenaire qui l'accompagnera à long terme dans la définition d'une stratégie et déploiement de Marque Employeur initiée par la BCL qui s'appuie sur une stratégie de contenu.

### **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: 48

This contract is subject to renewal: yes

Description of renewals:

Possibilité de prolonger le contrat d'un (1) an supplémentaire.

### **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**

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

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

Mise en page et impressions de publications BCL  
Lot No: 2

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

79800000 Printing and related services

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

NUTS code: LU Luxembourg

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

La BCL recherche des services de mise en page et d'impression pour ses publications. qui consistent en bulletins, revues de stabilité financière, et rapports annuels.

#### **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: 48

This contract is subject to renewal: yes

Description of renewals:

Possibilité de prolonger le contrat d'un (1) an supplémentaire.

#### **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: no

### **IV.2. Administrative information**

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

Date: 28/04/2022 Local time: 10:00

**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**

French

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

Date: 28/04/2022 Local time: 10:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

Les documents relatifs à ce marché sont disponibles pour téléchargement sur le portail des marchés publics du Grand-Duché de Luxembourg. Les offres seront à remettre sous forme électronique via le portail des marchés publics du Grand-Duché de Luxembourg. Les informations additionnelles pour la remise des offres sont disponibles sur la documentation de marché téléchargeable par les opérateurs économiques.

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

Official name: Juridictions administratives

Town: Luxembourg

Country: Luxembourg

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

21/03/2022