

**Germany-Berlin: Advertising and marketing services**

OJ S 88/2015 07/05/2015

Contract notice

Services

**Directive 2004/18/EC****Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Vivantes — Netzwerk für Gesundheit GmbH

Postal address: Am Nordgraben 2

Town: Berlin

Postal code: 13509

Country: Germany

For the attention of: Dr. Andreas Schmitt

E-mail: [agents\\_abudhabi@vivantes.de](mailto:agents_abudhabi@vivantes.de)**Internet address(es):**General address of the contracting authority: [www.vivantes-international.com](http://www.vivantes-international.com)**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Other: Major Hospital owned by the state of Berlin

**I.3. Main activity**

Health

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

---

**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Resident Representative Contract for the Emirate of Abu Dhabi.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 11: Management consulting services [6] and related services

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

The notice involves a public contract

**II.1.4. Information about framework agreement**

#### **II.1.5. Short description of the contract or purchase(s)**

Vivantes intends to expand its international patient services. The contractor shall solicit business for Vivantes at potential institutional clients, e.g. state institutions, private enterprises and insurance companies in the Emirate of Abu Dhabi. Furthermore the contractor shall maintain business relationships with existing and new clients.

#### **II.1.6. CPV code(s)**

79340000 Advertising and marketing services, 79411100 Business development consultancy services, 79416200 Public relations consultancy services

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

#### **II.1.8. Lots**

This contract is divided into lots: no

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

This contract is subject to renewal: no

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 24 (from the award of the contract)

## **Section III: Legal, economic, financial and technical information**

---

### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

#### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

#### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

#### **III.1.4. Contract performance conditions**

### **III.2. Conditions for participation**

#### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: (1) Excerpt from the Commercial Register: A copy of an excerpt from the Commercial Register, or of a corresponding excerpt from the company register in the bidder's country of origin, is to be submitted.

(2) Declaration by the bidder regarding his reliability: Bidders must confirm in Form 1 (to be requested from Vivantes, see contact details in No. I.1 above) that no reasons exist that would lead to their exclusion from the proceedings as stipulated by Sec. 6(4) and (6) of the

Contracting Rules for the Award of Public Supplies and Services, Part A (VOL/A).

(3) Declaration by the bidder on his adherence to standard wages set out in a sector-wide collective agreement and to minimum wage stipulations (insofar as applicable — see the notice below). The form for this declaration which is to be filled out completely and enclosed with the bid has to be requested from Vivantes (see contact details under No. I.1 above). Notice: Should, due to the structure of his enterprise and the concept he intends to pursue, the bidder not be providing any services within the European Union, this form needs not to be submitted.

(4) Declaration on the advancement of women (insofar as applicable — see the notice below). The form for this declaration which is to be filled out completely and enclosed with the bid has to be requested from Vivantes (see contact details under No. I.1 above). Notice: Should, due to the structure of his enterprise and the concept he intends to pursue, the bidder not be providing any services within the European Union, this form needs not to be submitted.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: Company profile:

The bidder is to submit a profile of his enterprise, which is to specifically address (in brief) its fields of activity, size, turnover, development and internal organizational structure. Moreover, the ratio of shares held by the enterprise's shareholders are to be identified, as are its major decision-makers, particularly the board of management and supervisory board, if applicable.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

The bidder has to submit at least 2 reference projects for which the Form 6 -to be requested from Vivantes (see contact details under No. I.1 above) — has been completed.

Minimum level(s) of standards possibly required:

References have to concern comparable services to the services subject to this publication which have been rendered after the 1.1.2010. Services are comparable to the contract subject to this publication if they are services which:

- concern intermediary services to advertise health care products vis-à-vis institutional customers (governmental institutions, private-sector enterprises, insurance companies);
- foster relations with such institutional customers; or
- concern organizational questions in respect to the management and support of institutional patient groups.

### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

##### **III.3.1. Information about a particular profession**

##### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

---

### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3.**

## **Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

2015/025-02

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

19.6.2015 - 12:00

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

English.

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

until: 31.10.2015

#### **IV.3.8. Conditions for opening of tenders**

Persons authorised to be present at the opening of tenders: no

## **Section VI: Complementary information**

---

### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: no

### **VI.3. Additional information**

1. For additional information including (i) draft Resident Representative Contract, (ii) General Tendering Document on the award procedure and award criteria and (iii) forms required for submitting the tender please send a written request by letter or by email to the authority (please refer to No. I.1 above for contact details).

2. Bidders may participate in the award procedure as a consortium. Please refer to the General Tendering Document mentioned above for details, including information on further documents and a special form to be submitted.

3. Bidders may refer to third parties, including without limitation parent companies and group companies, for proving their eligibility. Please refer to the General Tendering Document mentioned above for details, including information on further documents to be submitted.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Senatsverwaltung für Wirtschaft, Technologie und Forschung, Vergabekammer des Landes Berlin

Postal address: Martin-Luther-Strasse 105

Town: Berlin

Postal code: 10825

Country: Germany

##### **VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: The public procurement tribunal shall initiate review proceedings only upon application. The application is inadmissible if (see Sec. 107 para. 3 German Act against Restraints of Competition)

1. The applicant became aware of the violation of provisions governing the awarding of public contracts during the award procedure and did not object to the contracting entity without undue delay.
2. Violations of provisions governing the awarding of public contracts which become apparent from the tender notice are not notified to the contracting entity by the end of the period specified in the notice for the submission of a tender or application.
3. Violations of provisions governing the awarding of public contracts which only become apparent from the award documents are not notified to the contracting entity by the end of the period specified in the notice for the submission of a tender or application.
4. More than 15 calendar days have expired since receipt of notification from the contracting entity that it is unwilling to redress the complaint.

##### **VI.4.3. Service from which information about the review procedure may be obtained**

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

4.5.2015