

D-Bonn: Advertising and marketing services

OJ S 103/2013 30/05/2013

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Bundesministerium für Wirtschaft und Technologie

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

Contact person: Referat VC4

For the attention of: Herrn Weichert

E-mail: markus.weichert@bmwi.bund.de

Telephone: +49 2286154166

Fax: +49 2286154380

Internet address(es):

General address of the contracting authority: <http://www.bmwi.de>

Additional information can be obtained from:

Official name: Bundesamt für Wirtschaft und Ausfuhrkontrolle

Postal address: Frankfurter Straße 29-35

Town: Eschborn

Postal code: 65760

Country: Germany

Contact person: Referat 414

For the attention of: Herrn Willnhammer

E-mail: michael.willnhammer@bafa.bund.de

Telephone: +49 6196908669

Fax: +49 6196908500

Internet address: <http://www.bafa.de>

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

Official name: Bundesamt für Wirtschaft und Ausfuhrkontrolle

Postal address: Frankfurter Straße 29-35

Town: Eschborn

Postal code: 65760

Country: Germany

Contact person: Referat 414

For the attention of: Herrn Willnhammer

E-mail: michael.willnhammer@bafa.bund.de

Telephone: +49 6196908669

Fax: +49 6196908500

Internet address: <http://www.bafa.de>

Tenders or requests to participate must be submitted: Official name: Bundesamt für Wirtschaft und Ausfuhrkontrolle

Postal address: Frankfurter Straße 29-35
Town: Eschborn
Postal code: 65760
Country: Germany
Contact person: Referat 414
For the attention of: Herrn Willnhammer
E-mail: michael.willnhammer@bafa.bund.de
Telephone: +49 6196908669
Fax: +49 6196908500
Internet address: <http://www.bafa.de>

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

General public services

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

Fortführung des Projektes www.german-pavilion.com für das Auslandsmesseprogramm der Bundesrepublik Deutschland 2014-2017.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Sitz des Auftragnehmers

NUTS code

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 04

Estimated total value of purchases for the entire duration of the framework agreement

Estimated value excluding VAT: 4 000 000 EUR

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

Fortführung des bestehenden Internetauftritts www.german-pavilion.com mit den Auslandsmessebeteiligungen des Bundesministeriums für Wirtschaft und Technologie (BMWi) sowie des Bundesministeriums für Ernährung, Landwirtschaft und Verbraucherschutz (BMELV).

Druck eines Flyers für Auslandsmessebeteiligungen mit Internetauftritt. Die Erstellung des Layouts für den jeweiligen Flyer erfolgt aus dem Internetauftritt. Zur Zeit ca. 240 Messebeteiligungen pro Jahr.

Druck eines Ausstellerverzeichnisses für die Auslandsmessebeteiligungen ohne Internetauftritt

(ca. 30 Messebeteiligungen pro Jahr).

Standardsprache Englisch, auch Fremdsprachenlokalisierung (u.a. Chinesisch, Russisch etc.).
Datenerfassung, Kommunikation mit den Ausstellern, Bewerbung des Portals, Erstellung von
Webauftritten für Symposien.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

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

The procurement is covered by the Government Procurement Agreement: yes

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

Die Fortführung des Internetauftritts beinhaltet die Neuaufnahme von circa 240 Messen pro
Jahr mit circa 6.300 Ausstellern.

Layout für die Flyer/Ausstellerverzeichnisse; Druck der Flyer/Ausstellerverzeichnisse.

Gegebenenfalls Fremdsprachenlokalisierung in Chinesisch, Russisch, Arabisch etc.

Datenerfassung, Kommunikation mit den Ausstellern, Bewerbung des Portals, Erstellung von
Webauftritten für Symposien.

Estimated value excluding VAT: 4 000 000 EUR

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

Start 1.1.2014. Completion 31.12.2017

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

The performance of the contract is subject to particular conditions: no

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: - aktueller Auszug aus dem Handelsregister *)
- steuerliche Unbedenklichkeitsbescheinigung *)
- Bescheinigung über die Entrichtung der Sozialversicherungsbeiträge *)
*) oder vergleichbare Nachweise, die nicht älter als 3 Monate sein dürfen.

III.2.2. Economic and financial ability

List and brief description of conditions: - Bankerklärung über Bonität *)
- Umsatzzahlen und Bilanzen der letzten 3 Jahre
*) diese Bescheinigung darf nicht älter als 3 Monate sein.

III.2.3. Technical and professional ability

List and brief description of conditions:

- Anzahl und Qualifikation der festen und freiberuflichen Mitarbeiter
 - Referenzprojekte der letzten 3 Jahre unter Nennung des Leistungsumfangs, des Umsatzvolumens, der Laufzeit und des Auftraggebers
- Minimum level(s) of standards possibly required:
- Nachweis über Abwicklung vergleichbarer Projekte in den vergangenen Jahren
 - Erfahrung in den Arbeitsgebieten Internetbasiertes Marketing, Ausstellerkommunikation, Entwicklung bilingualer Webauftritte, Gestaltung/Druck von Broschüren
 - sehr gute Fremdsprachenkenntnisse in Wort und Schrift (Englisch)

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

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

Envisaged minimum number 3: and Maximum number 15

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

An electronic auction will be used: no

IV.3. Administrative information

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

414 - 22.14 Internet

IV.3.2. Previous publication concerning this procedure

no

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

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

1.7.2013 - 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

German.

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

IV.3.8. Conditions for opening of tenders

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

Bietergemeinschaften bis maximal 2 Unternehmen können berücksichtigt werden.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Bundeskartellamt
Postal address: Kaiser-Friedrich-Straße 16
Town: Bonn
Postal code: 53113
Country: Germany
E-mail: info@bundeskartellamt.bund.de
Telephone: +49 22894990
Fax: +49 2289499400
Internet address: <http://www.bundeskartellamt.de>

VI.4.2. Review procedure

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

VI.5.

Date of dispatch of this notice

29.5.2013