

Denmark-Frederiksberg: Printed matter and related products
OJ S 101/2015 28/05/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Copenhagen Business School — Handelshøjskolen

National registration number: 2452345234525235

Postal address: Solbjerg Plads 3

Town: Frederiksberg

Postal code: 2000

Country: Denmark

For the attention of: Louise Cecilie Overgaard

E-mail: tender@cbs.dk

Telephone: +45 38153815

Internet address(es):

General address of the contracting authority: <http://www.cbs.dk/for-virksomheder/indkoeb>

Address of the buyer profile: <http://eu.eu-supply.com/ctm/Supplier/CompanyInformation/Index/141738>

Electronic access to information: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=132167&B=CBS

I.2. Type of the contracting authority

Other: Universitet

I.3. Main activity

Education

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

EU-udbud af kommunikationsydelser.

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: Frederiksberg.

NUTS code DK011 Byen København

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

The procurement involves the establishment of a framework agreement

II.1.4.

Short description of the contract or purchase(s)

Copenhagen Business School (CBS) ønsker at indgå en 2-årig rammeaftale med henblik på indkøb af kommunikationsydelser. Kommunikationsydelser skal kunne indkøbes i bred forstand eksempelvis strategisk rådgivning, kommunikations- og kampagneplanlægning, visuel kommunikation og design, videoproduktion og grafiske ydelser. CBS har behov for at markedsføre en bred vifte af uddannelser rettet mod forskellige målgrupper. Derudover kan der være behov for kommunikationsydelser i forbindelse med f.eks. forskningsprojekter, konferencer og studenterrettede initiativer. Indkøbene vil således have varierende karakter; lige fra omfattende markedsføringskampagner til mindre grafiske opgaver. Der vil i visse tilfælde også være behov for kunne købe tryk- og printydelser. CBS ønsker på baggrund af ovenstående at indgå en rammeaftale med leverandører, der kan favne såvel små som store bestillinger. Rammeaftalens enkelte bestillinger tildeles efter direkte tildeling (efter kaskademodel).

CBS har en omsætning på ca. 1 200 mio. DKK, over 2 000 ansatte, over 20 000 studerende og over 40 uddannelser.

II.1.5. CPV code(s)

22000000 Printed matter and related products, 22100000 Printed books, brochures and leaflets, 22460000 Trade-advertising material, commercial catalogues and manuals, 22462000 Advertising material, 39294100 Information and promotion products, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Lowest offer 4 000 000 and Highest offer 8 000 000 DKK
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Kvalitet. Weighting 50
2. Pris. Weighting 35
3. Samarbejde og projektstyring. Weighting 15

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 225-397851](#) of 21.11.2014

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Rammeaftale om levering af kommunikationsydelser, nr. 1 i kaskaden

V.1. Date of conclusion of the contract

4.5.2015

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Advice A/S

Postal address: Gammel Kongevej 3E, 4.

Town: København V

Postal code: 1610

Country: Denmark

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 8 000 000 DKK

excluding VAT

Total value of the procurement:

Lowest offer 4 000 000 and Highest offer 8 000 000 DKK

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: Rammeaftale om levering af kommunikationsydelser, nr. 2 i kaskaden

V.1. Date of conclusion of the contract

4.5.2015

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Stagis A/S

Postal address: Kompagnistræde 14B, 1.

Town: København K

Postal code: 1208

Country: Denmark

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 8 000 000 DKK
excluding VAT
Total value of the procurement:
Lowest offer 4 000 000 and Highest offer 8 000 000 DKK
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 3

Lot No: 3

- Lot title: Rameaftale om levering af kommunikationsydelser, nr. 3 i kaskaden

V.1. Date of conclusion of the contract

4.5.2015

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Sylvester Hvid & Co.
Postal address: Nordre Fansanvej 91
Town: Frederiksberg
Postal code: 2000
Country: Denmark

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 8 000 000 DKK
excluding VAT
Total value of the procurement:
Lowest offer 4 000 000 and Highest offer 8 000 000 DKK
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

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

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Klagenævnet for Udbud, Erhvervs- og Selskabsstyrelsen
Postal address: Dahlerup Pakhus, Langelinie Allé 17
Town: København Ø
Postal code: 2100
Country: Denmark
E-mail: klfu@erst.dk

Telephone: +45 35291000

Internet address: <http://www.kfu.dk>

Body responsible for mediation procedures

Official name: Konkurrence- og Forbrugerstyrelsen

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postal code: 2500

Country: Denmark

E-mail: kfst@kfst.dk

Telephone: +45 41715000

Internet address: <http://www.kfst.dk>

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

23.5.2015