

## 196744-2026 - Competition

**Belgium – Business services: law, marketing, consulting, recruitment, printing and security –**  
**Agence Media Online**  
**OJ S 57/2026 23/03/2026**  
**Contract or concession notice – standard regime**  
**Services**

### 1. Buyer

---

#### 1.1. Buyer

Official name: Partena-Mutualité Libre

Email: [achats@partenamut.be](mailto:achats@partenamut.be)

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

### 2. Procedure

---

#### 2.1. Procedure

Title: Agence Media Online

Description: Le présent marché a pour objet la désignation d'une agence média qui conseillera Partenamut sur les stratégies et choix de media planning et qui jouera le rôle de mandataire dans les procédures d'achat d'espaces publicitaires auprès de plateformes digitales. Elle accompagnera Partenamut et ses marques dans la conception et la mise en place de ses stratégies de moyens, alors que l'agence de communication gère la partie concept et la partie production créative. L'agence média prend donc en charge l'optimisation de l'usage des budgets alloués aux campagnes publicitaires.

Procedure identifier: 63252f87-4572-4076-83fd-72141bdd4f15

Internal identifier: 2026-012

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

##### 2.1.2. Place of performance

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

### 5. Lot

---

## 5.1. Lot: LOT-0001

Title: 2026-012 - 1

Description: Le présent marché a pour objet la désignation d'une agence média qui conseillera Partenamut sur les stratégies et choix de media planning et qui jouera le rôle de mandataire dans les procédures d'achat d'espaces publicitaires auprès de plateformes digitales. Elle accompagnera Partenamut et ses marques dans la conception et la mise en place de ses stratégies de moyens, alors que l'agence de communication gère la partie concept et la partie production créative. L'agence média prend donc en charge l'optimisation de l'usage des budgets alloués aux campagnes publicitaires.

Internal identifier: 1

### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

### 5.1.2. Place of performance

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

### 5.1.3. Estimated duration

Duration: 4 Years

### 5.1.6. General information

#### Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

### 5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

### 5.1.11. Procurement documents

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/5cc4ee7c-4525-4490-9dfd-29ec5f2fe4b9/documents>

#### Ad hoc communication channel:

URL: <https://www.publicprocurement.be/publication-workspaces/5cc4ee7c-4525-4490-9dfd-29ec5f2fe4b9/forum>

### 5.1.12. Terms of procurement

#### Terms of submission:

Electronic submission: Required

Address for submission: <https://www.publicprocurement.be/supplier/enterprises/0/tendering-workspaces/publication-workspace-detail/5cc4ee7c-4525-4490-9dfd-29ec5f2fe4b9/general>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Deadline for receipt of tenders: 28/04/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

#### Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No  
Electronic invoicing: Required  
Electronic ordering will be used: yes  
Electronic payment will be used: yes

#### 5.1.15. Techniques

##### **Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 0

##### **Information about the dynamic purchasing system:**

No dynamic purchase system

#### 5.1.16. Further information, mediation and review

Review organisation: Tribunal de première instance de Bruxelles

Information about review deadlines: <https://www.uvcw.be/marches-publics/focus/art-2341>

## 8. Organisations

---

### 8.1. ORG-0001

Official name: Partena-Mutualité Libre

Registration number: 0411815280\_3637

Postal address: Boulevard Louis Mettwie, 74-76

Town: Molenbeek-Saint-Jean

Postcode: 1080

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: [achats@partenamut.be](mailto:achats@partenamut.be)

Telephone: +02 4444111

Internet address: <http://www.partenamut.be>

Buyer profile: <https://www.publicprocurement.be/bda?organisationIds=3637&includeOrganisationChildren=true>

##### **Roles of this organisation:**

Buyer

### 8.1. ORG-0002

Official name: SPF Stratégie et Appui

Registration number: BE001

Postal address: Boulevard Simon Bolivar 30 Bte1

Town: Bruxelles

Postcode: 1000

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: [revise@publicprocurement.be](mailto:revise@publicprocurement.be)

Telephone: +32 2 740 80 00

Internet address: <https://bosa.belgium.be>

##### **Roles of this organisation:**

TED eSender

### 8.1. ORG-0003

Official name: Tribunal de première instance de Bruxelles

Registration number: 0308.357.753

Town: Bruxelles

Postcode: 1000

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

**Roles of this organisation:**

Review organisation

## Notice information

---

Notice identifier/version: fac6fb43-fc85-4549-9eea-8a454694a676 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 20/03/2026 00:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Notice dispatch date (eSender): 20/03/2026 00:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 196744-2026

OJ S issue number: 57/2026

Publication date: 23/03/2026