

Norway-Oslo: Market research services

OJ S 113/2016 14/06/2016

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Innovasjon Norge (Innovation Norway)

National registration number: 986399445

Postal address: Akersgata 13

Town: Oslo

Postal code: 0158

Country: Norway

For the attention of: Margrethe Helgebostad

E-mail: arkiv@innovasjon norge.no

Telephone: +47 22002500

Internet address(es):General address of the contracting authority: <http://www.innovasjon norge.no>Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/1023>Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/145073>**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**

Body governed by public law

I.3. Main activity

Economic and financial affairs

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**

Segmentation Surveys for marketing of Norway as a vacation destination.

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

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: Oslo.

NUTS code NO Norge

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: 2

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

The objective with all of the profiling work done by Innovasjon Norge is to assist in increasing the profitability of the tourism industry, and to increase Norway's market share internationally. Those who work with the tourism industry in Innovasjon Norge work together with the tourism industry businesses to increase knowledge of Norway as a vacation destination, and create the desire to travel in target groups in prioritised markets.

The market work is divided into campaign markets that are Norway, Denmark, Sweden, Netherlands, Germany, Great Britain and USA. Then comes the emerging markets that are defined as Spain, France, Italy, Russia, Japan and China. Then there is Asia and Brazil that are project markets.

Innovasjon Norge uses significant funds each year on marketing, and it is of crucial significance to have good target group understanding. The objective of this competition is to find a tenderer who can carry out segmentation surveys in the central markets to ensure that we direct the marketing at the correct target groups.

II.1.6. CPV code(s)

79310000 Market research 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

It is not possible to give a good estimate of the contract value over the term of the agreement.

II.2.2. Information about options

Options: yes

Description of options: The Contracting Authority shall have an option to prolong the contract for 1 year + 1 year, a maximum 4 year total duration for the agreement.

Provisional timetable for recourse to these options:

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

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

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

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

Start 13.9.2016. Completion 13.9.2018

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: Tenderers shall have their tax and VAT payments in order. Note that the certificate for tax and VAT has changed so that this is now 1 document. The certificate must not be older than 6 months from the tender deadline.

Foreign tenderers must provide certificates from equivalent authorities to the Norwegian authorities.

Tenderers shall be a legally established company:

- Norwegian companies: Company Registration Certificate.
- Foreign companies: Proof that the company is registered in a trade index or business register as prescribed by the law of the country where the tenderer is established.

III.2.2. Economic and financial ability

List and brief description of conditions: The tenderer must have the financial capacity to implement the assignment/contract.

- Credit appraisal/rating, not older than 1 year, based on the last known fiscal figures. The rating shall be performed by a publicly approved credit rating agency and it shall not be lower than D&B score A, or equivalent.

III.2.3. Technical and professional ability

List and brief description of conditions:

It shall be possible for Innovasjon Norge to compare results from previous segmentation surveys with findings from new surveys.

The tenderer must document that the selected method allows the results to be compared with previously executed segmentation surveys. See the annex.

The tenderer shall have experience from a minimum of 3 equivalent assignments during the last 5 years.

Tenderers shall attach a list of the most important relevant tasks over the last 5 years with details of:

- The customer;
- The assignment;
- Describe any sub-suppliers and their portion of the assignment and the content of the delivery;

- Total value of the assignment including sub-assignments;
- Date of implementation;
- Reference with the name and telephone number of a contact person at the customer.

References may be contacted if necessary.

The service provider must safeguard representativeness in panels. It is important that the service provider uses panels which provide possibilities to weighting the population within a geographically restricted area based on minimum sex and age.

The tenderer shall describe the panels and how the quality shall be safeguarded.

The tenderer must have a system/methodology in place for execution of segmentation surveys that is well proven.

Describe the system.

The tenderer must highlight that they can execute this type of survey in all of our defined markets. (See point 1.1). Describe markets.

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

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

An electronic auction will be used: no

IV.3. Administrative information

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

2016/110657

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

10.8.2016 - 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

Danish. Swedish.

Other: Norwegian.

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

until: 20.9.2016

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

VI.4. Procedures for review

VI.4.1. Review body

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

10.6.2016