

Sweden-Gothenburg: Advertising and marketing services

OJ S 79/2021 23/04/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Turistrådet Västsverige AB
National registration number: 556459-4538
Postal address: Regionens Hus
Town: Göteborg
NUTS code: SE232 Västra Götalands län
Postal code: 405 44
Country: Sweden
Contact person: Marie Linde
E-mail: marie.linde@vastsverige.com
Telephone: +46 702688307
Internet address(es):
Main address: <http://www.vastsverige.com>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?UniquelId=afzgvIhiwx&GoTo=Docs>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?UniquelId=afzgvIhiwx&GoTo=Tender>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Konsulttjänster inom marknadskommunikation utanför Norden
Reference number: 21/95

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Turistrådet Västsverige AB inbjuder er att lämna anbud på konsulttjänster inom marknadskommunikation utanför Norden, i huvudsak riktad mot Tyskland, Storbritannien, Nederländerna och Frankrike.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE232 Västra Götalands län

Main site or place of performance: Göteborg Sverige, Tyskland, Storbritannien, Nederländerna

II.2.4. Description of the procurement

Turistrådet Västsverige AB inbjuder er att lämna anbud på konsulttjänster inom marknadskommunikation utanför Norden, i huvudsak riktad mot Tyskland, Storbritannien, Nederländerna och Frankrike.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 10 000 000,00 SEK

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/09/2021 End: 31/08/2023

This contract is subject to renewal: yes

Description of renewals:

24 förlängningar á 1 månad

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

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

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 21/05/2021 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Swedish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 20/08/2021

IV.2.7. Conditions for opening of tenders

Date: 24/05/2021 Local time: 00:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Mercell annons: <https://opic.com/id/afzgvliwx>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Göteborg

Town: Göteborg

Country: Sweden

VI.5. Date of dispatch of this notice

19/04/2021