

Sweden-Malmö: Advertising and marketing services
OJ S 70/2023 07/04/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: MKB Fastighets Aktiebolag
National registration number: 556049-1432
Postal address: Box 50405
Town: MALMÖ
NUTS code: SE224 Skåne län
Postal code: 20214
Country: Sweden
Contact person: Maria Peltola
E-mail: Maria.Peltola@mkbfastighet.se
Internet address(es):
Main address: <http://www.mkbfastighet.se>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Reklambyråtjänster
Reference number: 2022MKB-2784

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandling av reklambyråtjänster till MKB Fastighets AB.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 10 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: SE224 Skåne län
Main site or place of performance: Malmö

II.2.4. Description of the procurement

Upphandling av reklambyråtjänster till MKB Fastighets AB.

II.2.5. Award criteria

Cost criterion - Name: Referens/case / Weighting: Jämförelsetalsmodell

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 206-588044](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/02/2023

V.2.2. Information about tenders

Number of tenders received: 11

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Garbergs Malmö AB

National registration number: 556884-5456

Postal address: Västergatan 18 A

Town: Malmö

NUTS code: SE224 Skåne län

Postal code: 21121

Country: Sweden

E-mail: fredrik.byrfors@garbergs.se

Internet address: <http://www.facebook.com/liteattention>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 10 000 000,00 SEK

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

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

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Malmö

Country: Sweden

VI.5. Date of dispatch of this notice

04/04/2023