

**Belgium-Uccle: Advertising and marketing services**

OJ S 70/2023 07/04/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Institut bruxellois francophone pour la Formation professionnelle

National registration number: 0252.168.920\_29808

Postal address: Rue de Stalle 67

Town: Uccle

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1180

Country: Belgium

E-mail: [servicejuridique@bruxellesformation.brussels](mailto:servicejuridique@bruxellesformation.brussels)**Internet address(es):**Main address: [www.bruxellesformation.be](http://www.bruxellesformation.be)Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=478199>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=478199>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://eten.](https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=Bruxelles+Formation-BF-COM-23-001-F02)[publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?](https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=Bruxelles+Formation-BF-COM-23-001-F02)[wsName=Bruxelles+Formation-BF-COM-23-001-F02](https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=Bruxelles+Formation-BF-COM-23-001-F02)Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://enot.publicprocurement.be/enot-war/displayForum.do?forumId=51930>**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Education

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Marché public de services de conseil stratégique en communication et assistance à la création, conception et réalisation d'actions de communication media, hors media et digitale de Bruxelles Formation

Reference number: Bruxelles Formation-BF-COM-23-001-F02\_0

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le marché porte sur des services de communication stratégique afin d'accompagner Bruxelles Formation (BF) de manière globale dans le temps et en tenant compte des besoins non quantifiables actuellement relevant des priorités régionales et politiques.

**II.1.5. Estimated total value****II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.3. Place of performance**

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

**II.2.4. Description of the procurement**

Le marché porte sur des services de communication stratégique afin d'accompagner Bruxelles Formation (BF) de manière globale dans le temps et en tenant compte des besoins non quantifiables actuellement relevant des priorités régionales et politiques.

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

Duration in months: 48

This contract is subject to renewal: no

**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 III: Legal, economic, financial and technical information**

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**III.1. Conditions for participation****III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## Section IV: Procedure

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### IV.1. Description

#### IV.1.1. Type of procedure

Open procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators  
Envisaged maximum number of participants to the framework agreement: 2

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

The procurement is covered by the Government Procurement Agreement: no

### IV.2. Administrative information

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

Date: 15/05/2023 Local time: 11:00

#### 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

French

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

Duration in months: 3 (from the date stated for receipt of tender)

#### IV.2.7. Conditions for opening of tenders

Date: 15/05/2023 Local time: 11:00

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: yes

### VI.2. Information about electronic workflows

Electronic invoicing will be accepted

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Conseil d'Etat

Postal address: Rue de la Science, 33

Town: Bruxelles

Postal code: 1040

Country: Belgium

Internet address: <http://www.raadvst-consetat.be/?lang=fr>

#### VI.4.2. Body responsible for mediation procedures

Official name: Médiateur bruxellois

Postal address: Place de la Vieille Halle aux Blés 1

Town: Bruxelles  
Postal code: 1000  
Country: Belgium  
E-mail: [plainte@ombuds.brussels](mailto:plainte@ombuds.brussels)  
Telephone: +32 25496700

**VI.5. Date of dispatch of this notice**

03/04/2023