

**Estonia-Tallinn: Advertising and marketing services**

**OJ S 74/2023 14/04/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Ettevõtluse ja Innovatsiooni Sihtasutus

National registration number: 90006012

Postal address: Sepise tn 7

Town: Tallinn

NUTS code: EE Eesti

Postal code: 11415

Country: Estonia

Contact person: SIGRIT HIIEKIVI

E-mail: [kredex@kredex.ee](mailto:kredex@kredex.ee)

Telephone: +372 5298002

**Internet address(es):**

Main address: <http://www.kredex.ee>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://riigihanked.riik.ee/rhr-web/#/procurement/5746820/general-info>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://riigihanked.riik.ee/rhr-web/#/procurement/5746820/tenders>

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: riiklikud tagatised, toetused

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**Section II: Object**

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

**II.1.1. Title**

Meediaost Invest Estoniale

Reference number: 262862

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Hanke esemeks on leida hankijale partner digitaalmeedia meediapinna ostuks Twitteris, LinkedInis, Facebookis ja teistes sotsiaalmeedia ja digitaalmeedia platvormidel, kellega koostöös võimendada Eesti kui investeerimiskoha nähtavust potentsiaalsetele välisinvestoritele.

#### **II.1.5. Estimated total value**

Value excluding VAT: 900 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: EE Eesti

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

Hanke esemeks on leida hankijale partner digitaalmeedia meediapinna ostuks Twitteris, LinkedInis, Facebookis ja teistes sotsiaalmeedia ja digitaalmeedia platvormidel, kellega koostöös võimendada Eesti kui investeerimiskoha nähtavust potentsiaalsetele välisinvestoritele.

#### **II.2.5. Award criteria**

Criteria below

Price

#### **II.2.6. Estimated value**

Value excluding VAT: 900 000,00 EUR

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

Duration in months: 36

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: yes

Description of options:

Hankijal on õigus tellida edukalt pakkujalt teenust samadel tingimustel korraldades selleks uue hankemenetluse vastavalt riigihangete seaduse § 49 lg-le 5.

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Erinevad EL projektid

#### **II.2.14. Additional information**

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

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### III.1. Conditions for participation

#### III.1.2. Economic and financial standing

List and brief description of selection criteria:

Vaata hankepassist <https://riigihanked.riik.ee/rhr-web/#/procurement/5746820/procurement-passport> või alusdokumendist <https://riigihanked.riik.ee/rhr-web/#/procurement/5746820/documents?group=B>

## 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 a single operator

#### 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: 17/05/2023 Local time: 09:00

#### 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

Estonian

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

Duration in months: 4 (from the date stated for receipt of tender)

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

Date: 17/05/2023 Local time: 10:00

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

### VI.3. Additional information

Riigihange ei ole ühe menetluse raames osadeks jaotatud, sest raamlepingu esemeks on funktsionaalselt koos toimivad ja sama eesmärgi saavutamiseks vajalikud teenused. Hankija on arvestanud antud ärisectori toimimise loogika ja iseärasustega. Hanke eesmärgiks on tagada välisinvesteeringute osakonna eesmärkide (vaata RHAD Lisa 1 punkt 1.2) ühtne teenindamine erinevatel sihtturgudel, seetõttu ei ole hanke osadeks jaotamine hanke eset ja

eesmärki arvestades otstarbekas. Osadeks jaotamine muudaks teenuse täitmise korraldamise (eelkõige erinevate osade täitjate tegevuste ühtlustamine ja kooskõlastamine) tehniliselt ülemäära keerukaks.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Riigihangete vaidlustuskomisjon

Postal address: Tartu mnt 85

Town: Tallinn

Postal code: 10115

Country: Estonia

E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <https://fin.ee/riigihanked-riigiabi-osalused-kinnisvara/riigihanked/vaidlustusmenetlus>

##### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Riigihangete vaidlustuskomisjon

Postal address: Tartu mnt 85

Town: Tallinn

Postal code: 10115

Country: Estonia

E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <https://fin.ee/riigihanked-riigiabi-osalused-kinnisvara/riigihanked/vaidlustusmenetlus>

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

11/04/2023