

**Spain-Malaga: 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: Dirección General del Palacio de Ferias y Congresos de Málaga

National registration number: A29233681

Postal address: Avda. José Ortega y Gasset, 201

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29006

Country: Spain

Contact person: Dirección General del Palacio de Ferias y Congresos de Málaga

E-mail: [cenriquez@fycma.com](mailto:cenriquez@fycma.com)

Telephone: +34 952045500

**Internet address(es):**

Main address: <http://www.fycma.com>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=ocFI43nr3ycQK2TEfXGy%2BA%3D%3D>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=8T%2FYyWjCnguf4aBO%2BvQIQ%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=8T%2FYyWjCnguf4aBO%2BvQIQ%3D%3D)

Additional information can be obtained from the abovementioned address

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

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://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=ocFI43nr3ycQK2TEfXGy%2BA%3D%3D>

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Servicio de agencia de medios de comunicación para la difusión de publicidad del Palacio de Ferias y Congresos de Málaga (FYCMA)

Reference number: 03/2023

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de agencia de medios de comunicación para la difusión de publicidad del Palacio de Ferias y Congresos de Málaga (FYCMA)

**II.1.5. Estimated total value**

Value excluding VAT: 759 278,49 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.3. Place of performance**

NUTS code: ES617 Málaga

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

Servicio de agencia de medios de comunicación para la difusión de publicidad del Palacio de Ferias y Congresos de Málaga (FYCMA)

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Criterio 1. Memoria técnica / Weighting: 25

Quality criterion - Name: Criterio 2. Experiencia del responsable del servicio / Weighting: 12

Quality criterion - Name: Criterio 3. Experiencia del personal adscrito al contrato / Weighting: 12

Price - Weighting: 51

**II.2.6. Estimated value**

Value excluding VAT: 759 278,49 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Prórroga de 1 año

**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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

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

List and brief description of selection criteria:

Cifra anual de negocio

#### III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

- Otros

### III.2. Conditions related to the contract

#### III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: Tal y como se indica en el Anexo I del PCAP

## 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

#### 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: 12/05/2023 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

Spanish

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

Date: 05/06/2023 Local time: 12:00

Place:

Palacio de Ferias y Congresos de Málaga

Datos de Dirección:

Calle: Avda. Ortega y Gasset, 201

CP: 29006

Población: Málaga

País: España

Information about authorised persons and opening procedure: Descripción: Debe confirmar su asistencia al mail licitaciones@fycma.com Si no lo ha comunicado con anterioridad a la celebración del acto no se le permitirá el acceso a la sala

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

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

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

Official name: Ayuntamiento de Málaga

Postal address: Avda. de Cervantes, 4

Town: Málaga

Postal code: 29016

Country: Spain

Internet address: <https://sede.malaga.eu/es/tramitacion/administracion-publica/detalle-del-tramite/index.html?id=5898&tipoVO=5>

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

11/04/2023