

Norway-Bergen: Marketing services

OJ S 129/2014 09/07/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Hordaland fylkeskommune v/ Skyss

Postal address: Agnes Mowinckels gate 5, Postboks 7900

Town: Bergen

Postal code: 5020

Country: Norway

For the attention of: Marte Hustveit Hauge

Internet address(es):

General address of the contracting authority: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

Additional information can be obtained from:

Official name: Hordaland fylkeskommune v/ Skyss

Postal address: Agnes Mowinckels gate 5

Town: Postboks 7900

Postal code: 5020 Bergen

Country: Norway

For the attention of: Marte Hustveit Hauge

Internet address: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Hordaland fylkeskommune v/ Skyss

Postal address: Agnes Mowinckels gate 5

Town: Postboks 7900

Postal code: 5020 Bergen

Country: Norway

For the attention of: Marte Hustveit Hauge

Internet address: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

Tenders or requests to participate must be submitted: Official name: Hordaland fylkeskommune v/ Skyss

Postal address: Agnes Mowinckels gate 5

Town: Postboks 7900

Postal code: 5020 Bergen

Country: Norway

For the attention of: Marte Hustveit Hauge

Internet address: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Market strategy consultancy services.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Bergen, Norway.

NUTS code

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

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Skyss has a need for services within strategic consultancy, process and project assistance within the following and closely related competence areas:

- Strategic market analysis,
- Sales and branded goods strategy,
- Market strategy and market plan work,
- Digital strategy,
- Price strategy,
- Product strategy and product management,
- Service strategy,
- Distribution strategy,
- Development within consumer trends in the transport branch.

The complete tender documents can be obtained from Hordaland county's supplier portal and tenders shall also be submitted via this portal.

Homepage: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

II.1.6. CPV code(s)

79342000 Marketing services, 79400000 Business and management consultancy and related services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

The total value of the contract over four years is estimated to approx. NOK 2 000 000 excluding VAT, or NOK 500 000 excluding VAT per annum.

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

II.3. Duration of the contract or time limit for completion

Duration in months: 24 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Service providers shall have the VAT, tax and payroll tax payments in order.

Documentation requirement:

Tax certificate, not older than six months calculated from the deadline for receipt of tenders.

Tax certificates means:

For Norwegian service providers:

— Form from the Tax Directorate (RF-1244) for VAT issued by the tax office,

— Form from the Tax Directorate (RF-1244) for tax and payroll tax issued by the tax collection office.

For foreign service providers:

— Equivalent certificates from their country that show that they have the tax payments in order. If the governing bodies in the relevant country do not issue such certificates, the service provider shall enclose a declaration that states that all taxes have been paid. The declaration shall be certified and signed by the Finance Director/person responsible for finances at the service provider.

Service providers shall fulfil Norwegian HSE requirements for work that is carried out in Norway.

Documentation requirement:

— Filled in and signed HSE self-declaration in accordance with the Public Procurement Regulations annex 2. Preferably use the template that is in the qualification documents (annex 2).

The service provider shall be a legally-established company

Documentation requirement:

Norwegian service providers

— Company Registration Certificate.

Foreign service providers

Foreign service providers must document this with a confirmation that the provider is registered in a trade or business register as described by law in the country where the service provider is established.

III.2.2. Economic and financial ability

List and brief description of conditions: The service provider shall have good financial strength.

Documentation requirement:

The annual accounts including notes with the board's and auditor's report for 2011, 2012 and 2013.

If the Annual Report for 2013 is not complete when the qualification deadline expires, the Vendor shall instead enclose a provisional annual accounts for that year.

The contracting authority reserves the right to obtain a credit rating from Experian.

III.2.3. Technical and professional ability

List and brief description of conditions:

The service provider shall have good execution ability.

Documentation requirement:

— An overview of the organisation's structure and owners (maximum one page).

— An account of the competence areas of the service provider that are relevant for this framework agreement (maximum three pages).

The service provider shall have good experience from similar deliveries.

Documentation requirement:

— Filled in reference form (Part 1 – Annex 6)

The service provider shall give an account of a minimum of 3 and a maximum of 4 reference customers that are relevant based on the size and needs of Skyss. The service provider shall indicate areas within which they have delivered services and how this is relevant to Skyss. The examples should not be older than two years.

The service provider shall state a reference person and Skyss shall be able to contact the person in question.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

HKF-14-0122

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

5.9.2014 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Other: Norwegian.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

until: 2.12.2014

IV.3.8. Conditions for opening of tenders

Date: 5.9.2014 - 13:00

Place:

Bergen, Norway.

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

Supplementary information can be obtained from Hordaland county's supplier portal.

<https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

4.7.2014