

**Germany-Hamburg: Advertising and marketing services**

**OJ S 79/2023 21/04/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Hamburg Tourismus GmbH

Postal address: Wexstraße 7

Town: Hamburg

NUTS code: DE600 Hamburg

Postal code: 20355

Country: Germany

E-mail: [ausschreibung@marketing.hamburg.de](mailto:ausschreibung@marketing.hamburg.de)

**Internet address(es):**

Main address: <https://www.hamburg-tourism.de/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.dtyp.de/Satellite/notice/CXP4YNS6SHF/documents>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.dtyp.de/Satellite/notice/CXP4YNS6SHF>

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

Other type: Öffentliches Unternehmen

**I.5. Main activity**

Other activity: Tourismus

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**Section II: Object**

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

**II.1.1. Title**

Rahmenvereinbarung Agentur für die Konzeption und Umsetzung von Sonderprojekten und Branding

Reference number: VgV-2302

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Teil des Auftrags ist die Konzeptionierung und Umsetzung von kreativen Sonder-Projekten, Maßnahmen und Kampagnen sowie Kampagnen mit Branding oder Image-Fokus im Rahmen der Dachkampagne, die auf die oben genannte Zielsetzung einzahlen.

#### **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: DE600 Hamburg

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

Teil des Auftrags ist die Konzeptionierung und Umsetzung von kreativen Sonder-Projekten, Maßnahmen und Kampagnen sowie Kampagnen mit Branding oder Image-Fokus im Rahmen der Dachkampagne, die auf die oben genannte Zielsetzung einzahlen.

#### **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**

Zu Ziff. II.2.7: Der mit den Vergabeunterlagen übermittelte Vertrag enthält hierzu weitere Einzelheiten.

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

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#### **III.1. Conditions for participation**

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

Selection criteria as stated in the procurement documents

##### **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 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: 19/05/2023 Local time: 12:00

### **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**

German

### **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: 16/05/2023 Local time: 12:00

## **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 ordering will be used  
Electronic invoicing will be accepted  
Electronic payment will be used

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

Bekanntmachungs-ID: CXP4YNS6SHF

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

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

Official name: Finanzbehörde - Vergaberecht, Gebühren, Vergabekammer,  
Enteignungsbehörde (Abtlg. 42)  
Postal address: Großen Bleichen 27  
Town: Hamburg  
Postal code: 20354  
Country: Germany

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

18/04/2023