

**Sweden-Stockholm: Marketing services**  
**OJ S 89/2022 06/05/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: EXPORTKREDITNÄMNDEN

National registration number: 202100-2098

Postal address: Box 3064

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 10361

Country: Sweden

Contact person: Jeanette Hemmingsson

E-mail: [jeanette.hemmingsson@ekn.se](mailto:jeanette.hemmingsson@ekn.se)

**Internet address(es):**

Main address: <http://www.ekn.se>

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

National or federal agency/office

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Content-tjänster

Reference number: D22/00393

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Upphandling av Content-tjänster.

Uppdraget innebär att producera och sprida redaktionellt innehållet på bland annat hemsida, sociala kanaler och i digitala utskick, för att öka företags och bankers kännedom och kunskap om EKN och EKN:s produkter.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 6 000 000,00 SEK

## **II.2. Description**

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

79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services

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

NUTS code: SE11 Stockholm

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

Upphandling av Content-tjänster.

Uppdraget innebär att producera och sprida redaktionellt innehåll på bland annat hemsida, sociala kanaler och i digitala utskick, för att öka företags och bankers kännedom och kunskap om EKN och EKN:s produkter.

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

Quality criterion - Name: Kvalite muntlig presentation / Weighting: 300000 i mervärde

Cost criterion - Name: Timpris på olika konsulter olika artiklar / Weighting: timpris

### **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 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: yes

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 021-052264](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

## **Section V: Award of contract**

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A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

28/03/2022

### **V.2.2. Information about tenders**

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: Content Innovation Sweden AB

National registration number: 556866-2562

Postal address: Döbelnsgatan 21

Town: Stockholm

NUTS code: SE Sverige

Postal code: 111 40

Country: Sweden

E-mail: [lars.frank@ci.se](mailto:lars.frank@ci.se)

Internet address: <http://www.contentinnovation.se>

The contractor is an SME: yes

### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 6 000 000,00 SEK

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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

Mercell annons: <https://opic.com/id/afdgsvumch>

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

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

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Country: Sweden

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

03/05/2022