

Sweden-Luleå: Marketing management consultancy services

OJ S 94/2021 17/05/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Investeringar i Norrbotten AB

National registration number: 556903-8119

Postal address: Investeringar i Norrbotten AB Kyrkogatan 13

Town: Luleå

NUTS code: SE332 Norrbottens län

Postal code: 972 32

Country: Sweden

Contact person: Malin Fagerkull

E-mail: malin@investinnorbotten.se

Telephone: +46 707777849

Internet address(es):Main address: www.investinnorbotten.se**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=58662>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=58662>

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://www.kommersannons.se/elite/Account/CreateAccount.aspx>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Other activity: Investerings- och etableringsfrämjande verksamhet

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Ramavtal Affärskommunikation

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Tjänster omfattande affärskommunikation.

II.1.5. Estimated total value

Value excluding VAT: 8 000 000,00 SEK

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Ramavtal Affärskommunikation

Lot No: 1

II.2.2. Additional CPV code(s)

22900000 Miscellaneous printed matter, 39294100 Information and promotion products, 79341200 Advertising management services, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE332 Norrbottens län

Main site or place of performance: Norrbottens län

II.2.4. Description of the procurement

Upphandlingen avser att täcka beställarens behov av affärskommunikation.

Investeringar i Norrbotten AB (nedan kallat Invest in Norrbotten) är ett bolag till hundra procent offentligt ägt av Region Norrbotten och kommuner i Norrbotten. Invest in Norrbottens uppdrag är att vara en aktiv regional part i systemet för investeringsfrämjande åtgärder. Uppdraget är därmed att medverka till att få etableringar och investeringar till Norrbottens län, allt för att skapa fler arbetstillfällen i regionen. För mer info se www.investinnorbotten.se.

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

Value excluding VAT: 8 000 000,00 SEK

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

Start: 05/07/2021 End: 04/07/2023

This contract is subject to renewal: yes

Description of renewals:

1+1 år.

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:

yes

Identification of the project: 20201800 och 20203178

II.2.14. Additional information

II.2. Description

II.2.1. Title

Ramavtal Affärskommunikation

Lot No: 2

II.2.2. Additional CPV code(s)

22900000 Miscellaneous printed matter, 39294100 Information and promotion products, 79341200 Advertising management services, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE332 Norrbottens län

Main site or place of performance: Norrbottens län

II.2.4. Description of the procurement

Upphandlingen avser att täcka beställarens behov av affärskommunikation.

Investeringar i Norrbotten AB (nedan kallat Invest in Norrbotten) är ett bolag till hundra procent offentligt ägt av Region Norrbotten och kommuner i Norrbotten. Invest in Norrbottens uppdrag är att vara en aktiv regional part i systemet för investeringsfrämjande åtgärder. Uppdraget är därmed att medverka till att få etableringar och investeringar till Norrbottens län, allt för att skapa fler arbetstillfällen i regionen. För mer info se www.investinnorbotten.se.

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Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 8 000 000,00 SEK

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

Start: 05/07/2021 End: 04/07/2023

This contract is subject to renewal: yes

Description of renewals:

1+1 år.

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:

yes

Identification of the project: 20201800 och 20203178

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

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

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 several operators
Envisaged maximum number of participants to the framework agreement: 3

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: 15/06/2021 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

Swedish

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

Tender must be valid until: 15/09/2021

IV.2.7. Conditions for opening of tenders

Date: 16/06/2021 Local time: 12:00

Section VI: Complementary information

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

Upphandlingen sker genom upprättande av ett Ramavtal med två (2) delområden:
Delområde 1: Marknadskommunikation, där vi avser att anta tre (3) leverantörer
Delområde 2: Public Affairs, där vi avser anta en (1) leverantör.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Luleå

Postal address: Skeppsbrogatan 43

Town: Luleå

Postal code: 972 31

Country: Sweden

E-mail: forvaltningsrattenilulea@dom.se

Telephone: +46 920295490

Fax: +46 920220459

Internet address: www.forvaltningsrattenilulea.domstol.se

VI.5. Date of dispatch of this notice

12/05/2021