

Spain-Alicante: Business and management consultancy and related services

OJ S 90/2022 10/05/2022

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General de Sociedad Proyectos Temáticos de la Comunitat Valenciana S.A.

National registration number: A53158077

Postal address: Avda. Jean Claude Combaldieu, s/n

Town: Alicante

NUTS code: ES521 Alicante/Alacant

Postal code: 03008

Country: Spain

Contact person: Dirección General de Sociedad Proyectos Temáticos de la Comunitat Valenciana S.A.

E-mail: jabadia@sptcv.net

Telephone: +34 965315781

Internet address(es):

Main address: <http://www.sptcv.net>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=%2FGYDNfxPwp0QK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Other type: Otras Entidades del Sector Público

I.5. Main activity

General public services

Section II: Object

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

Plan de marketing global para la puesta en valor de activos del Distrito Digital Comunitat Valenciana y atracción de grandes empresas".

Reference number: DD/010/21

II.1.2. Main CPV code

79400000 Business and management consultancy and related services

II.1.3. Type of contract

Services

II.1.4. Short description

Plan de marketing global para la puesta en valor de activos del Distrito Digital Comunitat Valenciana y atracción de grandes empresas”.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 855 945,77 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

Main site or place of performance: Avenida Jean Claude Combaldieu s/n. Complejo Ciudad de la Luz.. .

II.2.4. Description of the procurement

Plan de marketing global para la puesta en valor de activos del Distrito Digital Comunitat Valenciana y atracción de grandes empresas”.

II.2.5. Award criteria

Quality criterion - Name: Oferta técnica 1. Memoria descriptiva metodológica del trabajo / Weighting: 50

Quality criterion - Name: Oferta técnica 2. Cualificación de la empresa licitadora / Weighting: 20

Price - Weighting: 30

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 006-011731](#)

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

Contract No: DD/010/21

Title:

Plan de marketing global para la puesta en valor de activos del Distrito Digital Comunitat Valenciana y atracción de grandes empresas”.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/05/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

V.2.3. Name and address of the contractor

Official name: Entrepreneur Capital SL

National registration number: B85053353

Postal address: Travesía de Navalengua 38

Town: majadahonda

NUTS code: ES30 Comunidad de Madrid

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 018 906,56 EUR

Total value of the contract/lot: 855 945,77 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Aveniga General Perón 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

VI.5. Date of dispatch of this notice

05/05/2022