

Sweden-Gävle: Marketing services
OJ S 123/2017 30/06/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Folktandvården Gävleborg AB

National registration number: 556702-1836

Postal address: Box 581

Town: Gävle

NUTS code: SE313 Gävleborgs län

Postal code: 801 08

Country: Sweden

Contact person: Charlotte Lövblom

E-mail: charlotte@ecenea.se

Internet address(es):

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

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Samarbetspartner inom Strategisk Marknadsföring.

Reference number: TA 2017/2

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Samarbetspartner inom Strategisk Marknadsföring omfattande bl.a. attityd och marknadsundersökningar, innehållande strategier, analyser, slutsatser och rekommendationer.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 2 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: SE313 Gävleborgs län

II.2.4. Description of the procurement

Samarbetspartner inom Strategisk Marknadsföring omfattande bl.a. attityd och marknadsundersökningar, innehållande strategier, analyser, slutsatser och rekommendationer.

II.2.5. Award criteria

Price

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 079-152594](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

02/06/2017

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: IMA Marknadsutveckling Aktiebolag

National registration number: 556359-9678

Postal address: William Gibsons väg 1 A

Town: Jonsered

NUTS code: SE313 Gävleborgs län

Postal code: 433 76

Country: Sweden

E-mail: hakan@imamarknadsutveckling.se

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

The contractor is an SME: yes

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

Total value of the contract/lot: 2 000 000,00 SEK

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Visma annons: <https://opic.com/id/afgljwhtzb>

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Förvaltningsrätten i Falun

Town: Falun

Country: Sweden

VI.5. Date of dispatch of this notice

28/06/2017