

**Germany-Berlin: Advertising and marketing services**  
**OJ S 137/2015 18/07/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Vivantes — Netzwerk für Gesundheit GmbH

Postal address: Am Nordgraben 2

Town: Berlin

Postal code: 13509

Country: Germany

For the attention of: Dr. Andreas Schmitt

E-mail: [agents\\_china@vivantes.de](mailto:agents_china@vivantes.de)

**Internet address(es):**

General address of the contracting authority: [www.vivantes-international.com](http://www.vivantes-international.com)

**I.2. Type of the contracting authority**

Other: major hospital owned by the state of Berlin

**I.3. Main activity**

Health

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Resident Representative Contract for the Eastern Provinces of the People's Republic of China.

**II.1.2. Type of contract and place of performance or delivery**

Services

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Vivantes intends to expand its international patient services. The contractor shall solicit business for Vivantes at potential institutional clients, e.g. state institutions, private enterprises and insurance companies in the following provinces of the People's Republic of China: Heilongjiang, Jilin, Liaoning, Hebei, Beijing, Shandong, Henan, Hubei, Jiangsu, Shanghai, Anhui and Zhejiang. Furthermore, the contractor shall maintain business relationships with those clients.

**II.1.5. CPV code(s)**

79340000 Advertising and marketing services

## **II.1.6. Information about the Government Procurement Agreement (GPA)**

### **II.2. Total value of the contract/lot**

#### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Bid Price. Weighting 30

2. Concept. Weighting 70

#### **IV.2.2. Information about electronic auction**

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

ZVSt 2015/025-01

#### **IV.3.2. Previous publication concerning this procedure**

##### **Contract notice**

Notice number in the OJ S: [2015/S 72-127702](#) of 14.4.2015

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

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### **V.1. Date of conclusion of the contract**

### **V.2. Information about tenders**

### **V.3. Name and address of the contractor**

Official name: Shanghai Hesi Health Management and Consulting Co. Ltd.

### **V.4. Information on value of the contract/lot**

### **V.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.1. Information about European Union funds**

### **VI.2. Additional information**

### **VI.3. Procedures for review**

#### **VI.3.1. Review body**

Official name: Senatsverwaltung für Wirtschaft, Technologie und Frauen; Vergabekammer des Landes Berlin

Postal address: Martin-Luther-Straße 105

Town: Berlin  
Postal code: 10825  
Country: Germany

**VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: The public procurement tribunal shall initiate review proceedings only upon application. The application is inadmissible, if:

1. the applicant became aware of the violation of provisions governing the award of public contracts during the award procedure and did not object to the contracting authority without undue delay;

2. violations of provisions governing the award of public contracts which become apparent from the tender notice are not notified to the contracting authority by the end of the period specified in the notice for submission of a tender or application;

3. violations of provisions governing the award of public contracts which only become apparent from the award documents are not notified to the contracting authority by the end of the period specified in the notice for submission of a tender or application;

4. more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to redress the complaint.

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

14.7.2015