

Sweden-Stockholm: Management-related services

OJ S 105/2020 02/06/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stockholm Business Region AB

National registration number: 556491-6798

Postal address: Drottninggatan 33, Box 16282

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 10325

Country: Sweden

Contact person: Karl Bross

E-mail: karl.bross@colligio.se

Internet address(es):

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

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afldhnoyx&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afldhnoyx&GoTo=Tender>

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

Procurement of Digital Services in China

Reference number: 2.3.3-61/2020

II.1.2. Main CPV code

79420000 Management-related services

II.1.3. Type of contract

Services

II.1.4. Short description

Scope

This procurement refers to contracts including services to create a social media presence for the group in China. The supplier shall be responsible for continuous monitoring, curating and technical management.

The following services are included in the contract:

Managing the Group's WeChat accounts.

Managing the Group's Weibo accounts.

Content Creation.

Continuous editorial work based on the Group's existing content.

Marketing activities towards the Group's own digital channels.

The group intends to contract one (1) supplier.

The contract period begins once the parties have signed the contract; however, no earlier than 1 October 2020.

The contract period is 2 years, with the possibility for the Group to extend the contract, with unchanged terms, for another 2 years.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: SE110 Stockholms län

II.2.4. Description of the procurement

Introduction

Stockholm Business Region AB and its subsidiaries are hereby inviting tenderers to submit tenders for the procurement of digital services in China.

Contracting authority

The contracting authorities comprise Stockholm Business Region AB, the parent company, and its subsidiaries Invest Stockholm Business Region AB and Visit Stockholm AB (hereafter referred to as the Group).

Corporate identity number: 556491-6798.

The procurement is managed by Colligio AB on behalf of the Group, which means that the Group makes the decision to award the contract and signs the contract.

Scope

This procurement refers to contracts including services to create a social media presence for the group in China. The supplier shall be responsible for continuous monitoring, curating and technical management.

The following services are included in the contract:

Managing the Group's WeChat accounts, including management and weekly updates.

Managing the Group's Weibo accounts, including management and weekly updates.

Content creation, including both storytelling and moving image material to be published on the Group's accounts.

Continuous editorial work (selection, translation, publication, continuously replying to questions and comments, as well as maintenance and operation) based on the Group's existing content.

Marketing activities and basic processing to steer the traffic and the interest that the group is already generating towards the Group's own digital channels.

A more detailed description of the scope of the service and the terms and conditions of its implementation can be found in this procurement document and its appendices (see primarily section 3. Service requirements).

The group intends to contract one (1) Supplier.

Aim

The group is looking for a partner to establish and develop the group's social media presence in China with the aim of meeting the Group's needs in terms of different target groups.

The aim of the procurement is to establish a stronger, relevant and appropriate presence on social media platforms in China, and to operate and develop existing accounts on WeChat and Weibo together with the group.

For further description of the service, see section 3. Service requirements.

Contract period

The contract period begins once the parties have signed the contract; however, no earlier than 1 October 2020.

The contract period is 2 years, with the possibility for the group to extend the contract, with unchanged terms, for another 2 years. The extension can be repeated several times, but the total contract period cannot exceed 4 years, see more under section 5.6 Contract period.

Any assignments started within the contract period must be completed as if the contract was in force, even if the contract is no longer valid when completing the assignment.

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

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

Start: 01/10/2020 End: 30/09/2022

This contract is subject to renewal: no

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:
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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 07/09/2020 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**

English, Swedish

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

Tender must be valid until: 31/12/2020

IV.2.7. Conditions for opening of tenders

Date: 08/09/2020 Local time: 00:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Visma notice: <https://opic.com/id/af1zdhnoyx>

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

Official name: Förvaltningsrätt

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

28/05/2020