

**Belgium-Brussels: Provision of communication activities — lot 4: promotional material — multiple framework contracts (reopening of competition)**

OJ S 148/2013 01/08/2013

Contract award notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: European Commission, Directorate-General for Economic and Financial Affairs

Postal address: ECFIN R.5

Town: Brussels

Postal code: 1049

Country: Belgium

For the attention of: Unit R.5 Communication

E-mail: [ecfin-cft-communication-2012@ec.europa.eu](mailto:ecfin-cft-communication-2012@ec.europa.eu)**Internet address(es):**General address of the contracting authority: [http://ec.europa.eu/economy\\_finance/procurement\\_grants/procurement/calls\\_for\\_tender/index\\_en.htm](http://ec.europa.eu/economy_finance/procurement_grants/procurement/calls_for_tender/index_en.htm)**I.2. Type of the contracting authority**

European institution/agency or international organisation

**I.3. Main activity**

Economic and financial affairs

**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**

Provision of communication activities — lot 4: promotional material — multiple framework contracts (reopening of competition).

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

Services

Service category No 27: Other services

NUTS code

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

The procurement involves the establishment of a framework agreement

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

The aim is to supply the Commission with promotional products enabling it to make the activities and objectives of the Commission better known to the general public as well as to more targeted groups (conference participants, children, the elderly, etc.). On some occasions,

the contractors may be required to create graphics and adapt them to various target populations.

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

79340000 Advertising and marketing services, 79900000 Miscellaneous business and business-related services, 79342200 Promotional services

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

The procurement is covered by the Government Procurement Agreement: yes

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

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

Value: 3 000 000 EUR  
excluding VAT

**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. Quality of products. Weighting 166
2. Packaging of the product. Weighting 130
3. Graphics proposals. Weighting 64
4. Quality control measures. Weighting 40

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

An electronic auction has been used: no

**IV.3. Administrative information**

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

'ECFIN/R5/2012/001 - lot 4'.

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

**Contract notice**

Notice number in the OJ S: [2012/S 81-131977](#) of 26.4.2012

**Section V: Award of contract**

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Contract No: ECFIN/044/2013 reopening competition

Lot No: 4

- Lot title: Promotional material

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

4.3.2013

**V.2. Information about tenders**

Number of tenders received: 8

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

Official name: CECOP SA  
Postal address: 24 rue Thomas Edison  
Town: Gennevilliers  
Postal code: 92230  
Country: France

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

Total value of the procurement:  
Value: 3 000 000 EUR  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes  
Value or proportion likely to be subcontracted to third parties:  
Not known

Contract No: ECFIN/045/2013 reopening competition

Lot No: 4

- Lot title: Promotional material

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

4.3.2013

**V.2. Information about tenders**

Number of tenders received: 8

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

Official name: Blue Planet Promotions SA  
Postal address: rue Jean Baptiste Janssen 9–11  
Town: Brussels  
Postal code: 1080  
Country: Belgium

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

Total value of the procurement:  
Value: 3 000 000 EUR  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes  
Value or proportion likely to be subcontracted to third parties:  
Not known

Contract No: ECFIN/046/2013 reopening competition

Lot No: 4

- Lot title: Promotional material

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

4.3.2013

**V.2. Information about tenders**

Number of tenders received: 8

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

Official name: MCS Kick & Rush SPRL  
Postal address: Dreve Richelle 161A, BTE 12  
Town: Waterloo  
Postal code: 1410  
Country: Belgium

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

Total value of the procurement:  
Value: 3 000 000 EUR  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes  
Value or proportion likely to be subcontracted to third parties:  
Not known

**Section VI: Complementary information**

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

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.2. Additional information**

The total maximum budget over the period of 4 years is 3 000 000 EUR for the 3 framework contracts with reopening of competition.

**VI.3. Procedures for review**

**VI.3.1. Review body**

Official name: General Court  
Postal address: rue du Fort Niedergrünewald  
Town: Luxembourg  
Postal code: 2925  
Country: Luxembourg  
E-mail: [generalcourt.registry@curia.europa.eu](mailto:generalcourt.registry@curia.europa.eu)  
Telephone: +352 4303-1  
Fax: +352 4303-2100  
Internet address: <http://curia.europa.eu>

**VI.3.2. Review procedure**

Precise information on deadline(s) for review procedures: Within 2 months of the notification to the plaintiff, or, in absence thereof, of the day on which it came to knowledge. A complaint does not have as an effect to suspend this period or to open a new period for lodging appeals.

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

Official name: General Court  
Postal address: rue du Fort Niedergrünewald  
Town: Luxembourg  
Postal code: 2925  
Country: Luxembourg  
E-mail: [generalcourt.registry@curia.europa.eu](mailto:generalcourt.registry@curia.europa.eu)  
Telephone: +352 4303-1

Fax: +352 4303-2100

Internet address: <http://curia.europa.eu>

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

22.7.2013