

F-Paris: advertising consultancy services
OJ S 166/2012 30/08/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Caisse d'amortissement de la Dette

Postal address: 15 rue Marsollier

Town: Paris

Postal code: 75002

Country: France

For the attention of: M. le président de la Cades

E-mail: genevieve.gauthey@cades.fr

Telephone: +33 155785807

Fax: +33 155785802

Internet address(es):

General address of the contracting authority: <http://www.cades.fr>

Address of the buyer profile: <http://cades.e-marchespublics.com>

I.2. Type of the contracting authority

I.3. Main activity

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

Section II: Object of the contract

II.1. Description

II.1.1. Title

Assistance conseil en stratégie de communication financière.

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)

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

Assistance conseil en stratégie de communication financière.

II.1.5. CPV code(s)

79341100 Advertising consultancy services, 79800000 Printing and related 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

Value: 387 228 EUR
excluding VAT

Section IV: Procedure

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. Valeur technique. Weighting 60

2. Prix. 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

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 088-145092](#) of 8.5.2012

Section V: Award of contract

Contract No: 201262301

V.1. Date of conclusion of the contract

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Actifin

Postal address: 76-78 rue Saint Lazare

Town: Paris

Postal code: 75009

Country: France

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

Total value of the procurement:

Value: 387 228 EUR

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2.

Additional information

Annonce no 351, BOAMP 90 B du 10.5.2012.

Date d'envoi du présent avis au JOUE et au BOAMP: 28.8.2012.

VI.3. Procedures for review**VI.3.1. Review body****VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

28.8.2012