

**Spain-Las Palmas de Gran Canaria: Advertising and marketing services**

OJ S 134/2017 15/07/2017

Contract notice

Services

**Directive 2004/18/EC****Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Promotur Turismo Canarias, S.A.

Postal address: c/ Víctor Hugo, 60

Town: Las Palmas de Gran Canaria

Postal code: 35006

Country: Spain

Contact person: Asesoría Jurídica

E-mail: [asesoriajuridica@turismodecanarias.com](mailto:asesoriajuridica@turismodecanarias.com)

Telephone: +34 928290579

Fax: +34 928234289

**Internet address(es):**General address of the contracting authority: <http://turismodeislascanarias.com/>Address of the buyer profile: <http://www.gobcan.es/perfildelcontratante/contenido/inicio.iface>**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Other: sociedad anónima pública

**I.3. Main activity**

Recreation, culture and religion

**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**

---

**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

AJ 86/17AA Contratación de un servicio consistente en la planificación, diseño y realización de proyectos, campañas y acciones de publicidad, comunicación y marketing para la marca turística Islas Canarias cofinanciado con el Fondo Europeo de Desarrollo Regional (Feder).

**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**

The notice involves a public contract

**II.1.4. Information about framework agreement**

**II.1.5. Short description of the contract or purchase(s)**

El servicio objeto de contratación es la planificación, diseño y realización de proyectos, campañas y acciones de publicidad, comunicación y marketing para la marca turística Islas Canarias cofinanciado con el Fondo Europeo de Desarrollo Regional (Feder).

**II.1.6. CPV code(s)**

79340000 Advertising and marketing services

**II.1.7. Information about the Government Procurement Agreement (GPA)**

**II.1.8. Lots**

This contract is divided into lots: no

**II.1.9. Information about variants**

Variants will be accepted: no

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**

Estimated value excluding VAT: 40 000 000 EUR

**II.2.2. Information about options**

Options: no

**II.2.3. Information about renewals**

This contract is subject to renewal: no

**II.3. Duration of the contract or time limit for completion**

**Section III: Legal, economic, financial and technical information**

---

**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

**III.1.4. Contract performance conditions**

**III.2. Conditions for participation**

**III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

**III.2.2. Economic and financial ability**

**III.2.3. Technical and professional ability**

**III.2.4. Information about reserved contracts**

### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

#### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

---

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

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

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

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

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

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

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

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

AJ 86/17AA

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

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

11.9.2017

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

Spanish.

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

#### **IV.3.8. Conditions for opening of tenders**

## **Section VI: Complementary information**

---

### **VI.1. Information about recurrence**

### **VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project: Programa Operativo para Canarias 2014-2020, financiado con el Fondo Europeo de Desarrollo Regional (Feder).

### **VI.3. Additional information**

Los licitadores podrán acceder a la documentación aclaratoria, dentro del plazo establecido para la presentación de proposiciones, como información confidencial propiedad de Promotur, compuesta por los siguientes documentos necesarios para una adecuada presentación de las proposiciones:

- (i) Documento descriptivo de la marca turística Islas Canarias.
- (ii) Brief para la elaboración de la Propuesta creativa para la puesta en marcha de una plataforma de comunicación de turismo cultural.

Dichos documentos son accesibles a través del Brand Centre de Islas Canarias en la url <http://brandcentre.hellocanaryislands.com>.

Para ello, los interesados deberán registrarse aportando nombre, apellidos, email, empresa, teléfono y país y una vez registrados, descargar los documentos accediendo a través de la siguiente url <http://goo.gl/KE84TQ>.

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

#### **VI.4.2. Review procedure**

#### **VI.4.3. Service from which information about the review procedure may be obtained**

### **VI.5. Date of dispatch of this notice**

12.7.2017