

Belgium-Brussels: Advertising campaign services

OJ S 102/2022 27/05/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direction Générale Communication extérieur

National registration number: 0308.357.951_116

Postal address: Wetstraat - Rue de la Loi 16

Town: Brussel - Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: caroline.joris@premier.fed.be**Internet address(es):**Main address: www.premier.beAddress of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=447198>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=447198>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=ADEXCOM-2022%2F009-Country+Branding-F02>Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://enot.publicprocurement.be/enot-war/displayForum.do?forumId=44373>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Réalisation d'une campagne de promotion de l'image de marque de la Belgique

Reference number: ADEXCOM-2022/009-Country Branding-F02_0

II.1.2.

Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent marché porte sur la réalisation d'une campagne de promotion de l'image de marque de la Belgique pour une durée de 40 mois : du 1er septembre 2022 au 31 décembre 2025.

II.1.5. Estimated total value

Value excluding VAT: 2 809 917,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.3. Place of performance**

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

- l'élaboration d'une stratégie de communication
- la production de matériel de communication
- l'organisation d'événements à l'étranger
- la gestion des réseaux sociaux
- la mise en place d'actions de relations publiques (y compris presse et influenceurs)
- la réservation d'espace médiatique
- le monitoring et l'évaluation de la campagne.

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

Value excluding VAT: 2 809 917,00 EUR

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

Start: 01/09/2022 End: 31/12/2025

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

Une session d'information via vidéoconférence se tiendra le lundi 30 mai 2022 à 14h.

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.5. Information about negotiation

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: 07/06/2022 Local time: 10:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 27/06/2022

IV.2.4. Languages in which tenders or requests to participate may be submitted

French, Dutch

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

Duration in months: 3 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil d'Etat

Postal address: Rue de la science 33

Town: Bruxelles

Postal code: 1040
Country: Belgium
E-mail: info@raadvst-consetat.be

VI.4.2. Body responsible for mediation procedures

Official name: Mediateur fédéral
Postal address: Chee de Louvain 48 bte 6
Town: Bruxelles
Postal code: 1000
Country: Belgium
E-mail: contact@mediateurfederal.be

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Conseil d'Etat
Postal address: rue de la science 33
Town: Bruxelles
Postal code: 1040
Country: Belgium

VI.5. Date of dispatch of this notice

23/05/2022