

SE-Västerås: advertising and marketing services

OJ S 172/2012 07/09/2012

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Myndigheten för yrkeshögskolan

Postal address: Box 145

Town: Västerås

Postal code: SE-721 05

Country: Sweden

For the attention of: Isabell Gustafsson

E-mail: isabell.gustafsson@yhmyndigheten.se

Additional information can be obtained from:

Official name: Myndigheten för yrkeshögskolan

Postal address: Box 145

Town: Västerås

Postal code: SE-721 05

Country: Sweden

For the attention of: Isabell Gustafsson

E-mail: isabell.gustafsson@yhmyndigheten.se

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

Official name: TendSign

Internet address: <https://tendsign.com/doc.aspx?ID=24342&Goto=Docs>

Tenders or requests to participate must be submitted: Official name: Myndigheten för yrkeshögskolan

Postal address: Box 145

Town: Västerås

Postal code: SE-721 05

Country: Sweden

For the attention of: Isabell Gustafsson

E-mail: isabell.gustafsson@yhmyndigheten.se

I.2. Type of the contracting authority

Regional or local agency/office

I.3. Main activity

Education

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

Section II: Object of the contract

II.1. Description

II.1.1.

Title attributed to the contract by the contracting authority

Kommunikationstjänster.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Sverige.

NUTS code SE Sverige

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

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

Myndigheten för yrkeshögskolan har sin verksamhet på två orter, Västerås och Hässleholm. Målet med denna upphandling är att få tillgång till en fullservicebyrå med ett tjänsteutbud som passar olika behov. Uppdragen varierar från enklare uppdrag till mer avancerade som hanterar hela kedjan från analys/strategi till färdigt resultat i tryckta såväl som digitala kanaler.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 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

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

II.2.3. Information about renewals

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

The performance of the contract is subject to particular conditions: no

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

Execution of the service is reserved to a particular profession: no

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

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

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

YH 2012/1011

IV.3.2. Previous publication concerning this procedure

no

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

Payable documents: no

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

15.10.2012

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

IV.3.7. Minimum time frame during which the tenderer must maintain the tender until: 15.1.2013

IV.3.8. Conditions for opening of tenders

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

Visma TendSign-annons: <http://www.opic.com/notice.asp?req=diznsrzk>.

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

3.9.2012