

Portugal-Lisbon: Advertising and marketing services

OJ S 158/2015 18/08/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Instituto do Turismo de Portugal, IP

Postal address: Rua Ivone Silva, Lote 6

Town: Lisboa

Postal code: 1050-124

Country: Portugal

Contact person: <http://www.bizgov.pt>

For the attention of: Direção de apoio à venda

E-mail: info@turismodeportugal.pt

Telephone: +351 211140200

Fax: +351 211140829

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**

Body governed by public law

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

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

Contrato de Aquisição de Serviços.

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: Portugal Continental.

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)

Aquisição de Serviços de Conceção e Implementação de um Sistema Integrado de Produção e Gestão de Conteúdos para a Comunicação do Destino Portugal.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

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

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

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: 3 653 580 EUR

II.2.2. Information about options

II.2.3. Information about renewals

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

Duration in months: 36 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Lote 1

1) Short description

Conceção, planeamento, produção criativa e gestão de conteúdos para a comunicação do Destino Portugal.

2) CPV code(s)

79340000 Advertising and marketing services

3) Quantity or scope

Estimated value excluding VAT: 2 759 880 EUR

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Lote 2

1) Short description

Criação de narrativas sobre Portugal.

2) CPV code(s)

79340000 Advertising and marketing services

3) Quantity or scope

Estimated value excluding VAT: 297 900 EUR

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: Lote 3

1) Short description

Criação de narrativas sobre conteúdos turísticos.

2) CPV code(s)

79340000 Advertising and marketing services

3) Quantity or scope

Estimated value excluding VAT: 297 900 EUR

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 4

Lot title: Lote 4

1) Short description

Criação de narrativas sobre o propósito do Destino Turístico Portugal.

2) CPV code(s)

79340000 Advertising and marketing services

3) Quantity or scope

Estimated value excluding VAT: 297 900 EUR

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

O valor da caução a prestar é de 5 % do preço contratual.

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

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

Procedimento n.º 01/DAV/201502051

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

22.9.2015 - 23:59

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

Portuguese.

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

Duration in days: 90 (from the date stated for receipt of 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

VI.3. Additional information

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

13.8.2015