

**Sweden-Växjö: Advertising and marketing services**

**OJ S 96/2023 19/05/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Region Kronoberg

National registration number: 232100-0065

Postal address: Upphandlingsenheten

Town: Växjö

NUTS code: SE212 Kronobergs län

Postal code: 351 88

Country: Sweden

Contact person: Maria Hilding

E-mail: [maria.hilding2@kronoberg.se](mailto:maria.hilding2@kronoberg.se)

**Internet address(es):**

Main address: <http://www.ltkronoberg.se>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afwraweceo&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afwraweceo&GoTo=Tender>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

Health

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**Section II: Object**

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

**II.1.1. Title**

Kommunikations-/Reklambyråtjänster

Reference number: 23RGK506 Öppet förf.

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Reklam- och kommunikationstjänster. Allt ifrån strategisk rådgivning och idéarbete till produktion av till exempelvis kampanjer, film och grafisk form.

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79342000 Marketing services, 79413000 Marketing management consultancy services

#### **II.2.3. Place of performance**

NUTS code: SE212 Kronobergs län

#### **II.2.4. Description of the procurement**

Reklam- och kommunikationstjänster. Allt ifrån strategisk rådgivning och idéarbete till produktion av till exempelvis kampanjer, film och grafisk form.

#### **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**

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

Start: 01/10/2023 End: 30/09/2025

This contract is subject to renewal: yes

Description of renewals:

2 förlängning/ar á 12 månader

#### **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**

### **Section IV: Procedure**

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#### **IV.1. Description**

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

Open procedure

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

##### **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: 19/06/2023 Local time: 23:59

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

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

Swedish

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

Tender must be valid until: 01/10/2023

### **IV.2.7. Conditions for opening of tenders**

Date: 20/06/2023 Local time: 00:00

## **Section VI: Complementary information**

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

This is a recurrent procurement: no

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

Mercell annons: <https://opic.com/id/afwraweceo>

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

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

Official name: Förvaltningsrätten

Town: Växjö

Country: Sweden

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

15/05/2023