

312547-2026 - Result

France – News-agency services – Prestations d'agences de presse pour la promotion touristique du département de la Haute-Savoie (74)

OJ S 88/2026 07/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comité Départemental du Tourisme HAUTE-SAVOIE MONT-BLANC

Email: correspondre@aws-france.com

Legal type of the buyer: Local authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Prestations d'agences de presse pour la promotion touristique du département de la Haute-Savoie (74)

Description: L'accord-cadre sera exécuté par l'émission de bons de commande. Chaque lot fera l'objet d'une attribution séparée. Les prestations sont réglées par des prix unitaires. Les montants estimatifs correspondent aux montants maxi et à la totalité des périodes de reconduction. Ces prestations portent notamment sur la gestion des relations presse pour la promotion touristique de la Haute-Savoie sur quatre marchés spécifiques : France, Suisse, Royaume-Uni et Benelux (Belgique, Pays-Bas, Luxembourg). L'objectif est d'assurer une visibilité accrue du territoire dans les médias (presse écrite, digitale, radio, TV) et de renforcer l'attractivité de la destination auprès des journalistes

Procedure identifier: 6ec31248-492a-4af1-b65b-9a828d0b35f7

Internal identifier: AP2A-2026-PRESSE

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92400000 News-agency services

Additional classification (cpv): 92400000 News-agency services

2.1.3. Value

Estimated value excluding VAT: 1 200 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Agence de presse marché FRANCE & SUISSE ROMANDE

Description: Agence de presse marché FRANCE & SUISSE ROMANDE

Internal identifier: 01

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92400000 News-agency services

Additional classification (cpv): 92400000 News-agency services

Options:

Description of the options: Le contrat prévoit la possibilité de confier ultérieurement au titulaire du marché un ou plusieurs marchés ayant pour objet la réalisation de prestations similaires

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Information about previous notices:

Identifier of the previous notice: 82026-2026

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Valeur technique de l'offre

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60

Criterion:

Type: Price

Description: Prix

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Judiciaire d'Annecy

Organisation providing more information on the review procedures: Tribunal judiciaire d'Annecy

5.1. Lot: LOT-0002

Title: Agence de presse marché ROYAUME-UNI

Description: Agence de presse marché ROYAUME-UNI

Internal identifier: 02

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92400000 News-agency services

Additional classification (cpv): 92400000 News-agency services

Options:

Description of the options: Le contrat prévoit la possibilité de confier ultérieurement au titulaire du marché un ou plusieurs marchés ayant pour objet la réalisation de prestations similaires

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Information about previous notices:

Identifier of the previous notice: 82026-2026

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Valeur technique de l'offre

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60

Criterion:

Type: Price

Description: Prix

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Judiciaire d'Annecy

Organisation providing more information on the review procedures: Tribunal judiciaire d'Annecy

5.1. Lot: LOT-0003

Title: Agence de presse marché BENELUX

Description: Agence de presse marché BENELUX

Internal identifier: 03

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92400000 News-agency services

Additional classification (cpv): 92400000 News-agency services

Options:

Description of the options: Le contrat prévoit la possibilité de confier ultérieurement au titulaire du marché un ou plusieurs marchés ayant pour objet la réalisation de prestations similaires

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Information about previous notices:

Identifier of the previous notice: 82026-2026

5.1.10. Award criteria**Criterion:**

Type: Quality

Description: Valeur technique de l'offre

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 60

Criterion:

Type: Price

Description: Prix

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Judiciaire d'Annecy

Organisation providing more information on the review procedures: Tribunal judiciaire d'Annecy

6. Results

Maximum value of the framework agreements in this notice: 1 200 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 1 200 000,00 EUR

6.1.2. Information about winners**Winner:**

Official name: ARTICLE 11

Tender:

Tender identifier: TEN-0001

Identifier of lot or group of lots: LOT-0001

Value of the tender: 400 000,00 EUR

The tender is a variant: no

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 2026presse0501

Title: Agence de presse marché France & Suisse Romande

Date of the conclusion of the contract: 04/05/2026

The contract is awarded within a framework agreement: no

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 8
Type of received submissions: Tenders submitted electronically
Number of tenders or requests to participate received: 8

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 1 200 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: BETONY GARNER

Tender:

Tender identifier: TEN-0002

Identifier of lot or group of lots: LOT-0002

Value of the tender: 400 000,00 EUR

The tender is a variant: no

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 2026presse0502

Title: Agence de presse marché Royaume-Uni

Date of the conclusion of the contract: 30/04/2026

The contract is awarded within a framework agreement: no

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 5

6.1. Result lot identifier: LOT-0003

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 1 200 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: HIGHER SHAKE IT

Tender:

Tender identifier: TEN-0003

Identifier of lot or group of lots: LOT-0003

Value of the tender: 400 000,00 EUR

The tender is a variant: no

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 2026presse0503

Title: Agence de presse marché Benelux

Date of the conclusion of the contract: 05/05/2026

The contract is awarded within a framework agreement: no

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: B6EA4BED-A4FE-B6C1-E38596E3D9308B91

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: Comité Départemental du Tourisme HAUTE-SAVOIE MONT-BLANC

Registration number: 85416

Postal address: 20 avenue du Parmelan

Town: Annecy

Postcode: 74000

Country subdivision (NUTS): Haute-Savoie (FRK28)

Country: France

Contact point: SADDIER Martial

Email: correspondre@aws-france.com

Telephone: 0450335000

Internet address: <https://hautesavoie.fr>

Buyer profile: <https://marches-publics.info/>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Tribunal Judiciaire d'Annecy

Registration number: B6EA4C18-B8DF-56B2-C85697B4A39AB09C

Postal address: 51 rue Sommeiller

Town: Annecy Cedex

Postcode: 74001

Country subdivision (NUTS): Haute-Savoie (FRK28)

Country: France
Email: accueil-annecy@justice.fr
Telephone: 0450101700
Internet address: <http://www.justice.gouv.fr/>

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: Tribunal judiciaire d'Annecy
Registration number: B6EA4C2C-CBF4-3656-136FD2EA46CFD820
Postal address: 51 rue Sommeiller Bp 2321
Town: Annecy
Postcode: 74011
Country subdivision (NUTS): Haute-Savoie (FRK28)
Country: France
Email: accueil-annecy@justice.fr
Telephone: 0450101700

Roles of this organisation:

Organisation providing more information on the review procedures

8.1. ORG-0005

Official name: ARTICLE 11
Size of the economic operator: Micro, small, or medium
Registration number: 1773825-1-1-1
Postal address: 2 Rue De Narbonne
Town: Paris 7
Postcode: 75007
Country subdivision (NUTS): Paris (FR101)
Country: France

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: France

Winner of these lots: LOT-0001

8.1. ORG-0006

Official name: BETONY GARNER
Size of the economic operator: Micro, small, or medium
Registration number: 1773825-1-2-1
Postal address: 276 impasse du chemin de fer
Town: Domancy
Postcode: 74700
Country subdivision (NUTS): Haute-Savoie (FRK28)
Country: France

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: France

Winner of these lots: LOT-0002

8.1. ORG-0007

Official name: HIGHER SHAKE IT

Size of the economic operator: Micro, small, or medium

Registration number: 1773825-1-3-1

Postal address: 3 Rue du Château d'eau

Town: Bruxelles

Postcode: 1180

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Belgium

Winner of these lots: LOT-0003

Notice information

Notice identifier/version: e5652e95-7119-42e7-abe2-e932ed572a24 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 05/05/2026 17:10:44 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 312547-2026

OJ S issue number: 88/2026

Publication date: 07/05/2026