

Finland-Helsinki: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 173/2015 08/09/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Finpro ry

Postal address: Porkkalankatu 1

Town: Helsinki

Postal code: FI-00181

Country: Finland

E-mail: tendering@finpro.fi

Internet address(es):

General address of the contracting authority: www.finpro.fi

Additional information 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

Other: Registered association

I.3. Main activity

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

Visit Finland marketing representatives to market areas.

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

Services

Service category No 11: Management consulting services [6] and related services

NUTS code FIZ Extra-Regio NUTS 1

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

II.1.4. Information about framework agreement

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

Finpro has an extensive network of Trade Centers (Global Network) abroad, and these centers come in handy for Visit Finland. All Trade Centers are identifying tourism and business events leads and opportunities, in some countries trade centers are acting as a Visit Finland marketing representative and in some countries they are gathering and delivering market

intelligence to Visit Finland.

In the countries where Visit Finland is not represented by Finpro's own Trade Center, Finpro has an agreement with a service provider that represents and acts in the name of Visit Finland in that market area. Consequently, the selected service provider shall provide services to Visit Finland and Visit Finland's client companies wishing to enter or otherwise interested in Germany, Switzerland, Austria, Benelux, France, Italy, Japan and China.

The service provider's main task is to implement Visit Finland's country specific business and marketing plan and its activities in the market area. The service provider complies with Finpro's Visit Finland practices, including e.g. usage of Visit Finland templates, updating the Visit Finland CRM system, and using Visit Finland's reporting templates.

For the services provided for Visit Finland the company is entitled to remuneration as agreed in the cooperation agreement between the service provider and Finpro.

Finpro wishes to find reputable service providers that could represent Visit Finland in the market areas, committing to the cooperation with Visit Finland and its national mission.

II.1.6. CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

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

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

The services are to be provided for the following six (6) market areas:

1. Germany, Switzerland, Austria and Benelux
2. France & Italy
3. Japan
4. Beijing & Chongqing
5. Shanghai & East China
6. Hong Kong & South China

The tenderer may offer services for one or more of above defined market areas. In other respect partial tenders are not allowed.

Visit Finland will estimate together with the chosen supplier the number of days needed per market area per year according to Visit Finland's yearly activity plan per country. Non-binding estimation of workload per market area is per year is an approximately:

1. Germany, Switzerland, Austria and Benelux: 480 days
2. France & Italy: 240 days
3. Japan: 240 days
4. Beijing & Chongqing: 240 days
5. Shanghai & East China: 350 days
6. Hong Kong & South China: 150 days

The contract is planned to enter into force in January 2016 (estimated target) and to expire on 31.12.2017. During the contract period either party is entitled to terminate the contract without cause by giving (three3) months prior written notice to the supplier. In addition, the continuation of the contract is dependent on Finpro's yearly budget, and the contract may be

terminated or services reduced based on reduced funding. After the fixed period (2 years) Finpro reserves the right to extend the contract twice one year at the time. Finpro informs about the planned continuation 3 (three) months before the expiry of the ongoing contract term. Estimated value excluding VAT:

Range: between 1 000 000 and 1 500 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

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

Information about lots

Lot No: 1

Lot title: Germany, Switzerland, Austria and Benelux

1) Short description

The scope of the services for each market area is the following:

- a)The marketing representative will provide insight and consultation on Visit Finland marketing strategy, tourism growth programs and country specific business and marketing plans
- b)The marketing representative will provide market intelligence to Visit Finland and Finnish travel trade
- c)The marketing representative will develop and maintain relationship with key tourism industry distributors including traditional, OTA, high-end, business events sector, and Visit Finland's PR-company/companies on the market
- d)The marketing representative will identify new channels of potential business
- e)The marketing representative will negotiate, coordinate and implement campaigns and tactical activities with identified trade partners
- f)The marketing representative will conduct sales visits, seminars, road shows, workshops and fairs at trade missions and training sessions
- g)The marketing representative will organize and escort familiarization trips
- h)The marketing representative will initiate and launch new product/package to the market through key trade partners
- i)The marketing representative will manage enquiries from the travel trade
- j)The marketing representative will ensure positive image of Visit Finland among key stakeholders (Team Finland, Finnair etc.)

The details of the activities for the market area will be clarified on a yearly assignment. Visit Finland will define, lead and guide the actions to be taken in each country in the market area. The details and scope of the activities per country in the market area will be clarified on a yearly plan.

2) CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

3) Quantity or scope

Visit Finland will estimate together with the chosen supplier the number of days needed per market area per year according to Visit Finland's yearly activity plan per country. Non-binding estimation of workload per market area is per year is an approximately:

Germany, Switzerland, Austria and Benelux: 480 days.

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: France & Italy

1) Short description

The scope of the services for each market area is the following:

- a)The marketing representative will provide insight and consultation on Visit Finland marketing strategy, tourism growth programs and country specific business and marketing plans
- b)The marketing representative will provide market intelligence to Visit Finland and Finnish travel trade
- c)The marketing representative will develop and maintain relationship with key tourism industry distributors including traditional, OTA, high-end, business events sector, and Visit Finland's PR-company/companies on the market
- d)The marketing representative will identify new channels of potential business
- e)The marketing representative will negotiate, coordinate and implement campaigns and tactical activities with identified trade partners
- f)The marketing representative will conduct sales visits, seminars, road shows, workshops and fairs at trade missions and training sessions
- g)The marketing representative will organize and escort familiarization trips
- h)The marketing representative will initiate and launch new product/package to the market through key trade partners
- i)The marketing representative will manage enquiries from the travel trade
- j)The marketing representative will ensure positive image of Visit Finland among key stakeholders (Team Finland, Finnair etc.)

The details of the activities for the market area will be clarified on a yearly assignment. Visit Finland will define, lead and guide the actions to be taken in each country in the market area. The details and scope of the activities per country in the market area will be clarified on a yearly plan.

2) CPV code(s)

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3) Quantity or scope

Visit Finland will estimate together with the chosen supplier the number of days needed per market area per year according to Visit Finland's yearly activity plan per country. Non-binding estimation of workload per market area is per year is an approximately:

France & Italy: 240 days.

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: Japan

1) Short description

The scope of the services for each market area is the following:

- a)The marketing representative will provide insight and consultation on Visit Finland marketing strategy, tourism growth programs and country specific business and marketing plans
- b)The marketing representative will provide market intelligence to Visit Finland and Finnish travel trade

- c)The marketing representative will develop and maintain relationship with key tourism industry distributors including traditional, OTA, high-end, business events sector, and Visit Finland's PR-company/companies on the market
- d)The marketing representative will identify new channels of potential business
- e)The marketing representative will negotiate, coordinate and implement campaigns and tactical activities with identified trade partners
- f)The marketing representative will conduct sales visits, seminars, road shows, workshops and fairs at trade missions and training sessions
- g)The marketing representative will organize and escort familiarization trips
- h)The marketing representative will initiate and launch new product/package to the market through key trade partners
- i)The marketing representative will manage enquiries from the travel trade
- j)The marketing representative will ensure positive image of Visit Finland among key stakeholders (Team Finland, Finnair etc.)

The details of the activities for the market area will be clarified on a yearly assignment. Visit Finland will define, lead and guide the actions to be taken in each country in the market area. The details and scope of the activities per country in the market area will be clarified on a yearly plan.

2) CPV code(s)

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3) Quantity or scope

Visit Finland will estimate together with the chosen supplier the number of days needed per market area per year according to Visit Finland's yearly activity plan per country. Non-binding estimation of workload per market area is per year is an approximately:

Japan: 240 days.

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 4

Lot title: Beijing & Chongqing

1) Short description

The scope of the services for each market area is the following:

- a)The marketing representative will provide insight and consultation on Visit Finland marketing strategy, tourism growth programs and country specific business and marketing plans
- b)The marketing representative will provide market intelligence to Visit Finland and Finnish travel trade
- c)The marketing representative will develop and maintain relationship with key tourism industry distributors including traditional, OTA, high-end, business events sector, and Visit Finland's PR-company/companies on the market
- d)The marketing representative will identify new channels of potential business
- e)The marketing representative will negotiate, coordinate and implement campaigns and tactical activities with identified trade partners
- f)The marketing representative will conduct sales visits, seminars, road shows, workshops and fairs at trade missions and training sessions
- g)The marketing representative will organize and escort familiarization trips
- h)The marketing representative will initiate and launch new product/package to the market through key trade partners
- i)The marketing representative will manage enquiries from the travel trade

j)The marketing representative will ensure positive image of Visit Finland among key stakeholders (Team Finland, Finnair etc.)

The details of the activities for the market area will be clarified on a yearly assignment. Visit Finland will define, lead and guide the actions to be taken in each country in the market area. The details and scope of the activities per country in the market area will be clarified on a yearly plan.

2) CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

3) Quantity or scope

Visit Finland will estimate together with the chosen supplier the number of days needed per market area per year according to Visit Finland's yearly activity plan per country. Non-binding estimation of workload per market area is per year is an approximately:

Beijing & Chongqing: 240 days.

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 5

Lot title: Shanghai & East China

1) Short description

The scope of the services for each market area is the following:

a)The marketing representative will provide insight and consultation on Visit Finland marketing strategy, tourism growth programs and country specific business and marketing plans

b)The marketing representative will provide market intelligence to Visit Finland and Finnish travel trade

c)The marketing representative will develop and maintain relationship with key tourism industry distributors including traditional, OTA, high-end, business events sector, and Visit Finland's PR-company/companies on the market

d)The marketing representative will identify new channels of potential business

e)The marketing representative will negotiate, coordinate and implement campaigns and tactical activities with identified trade partners

f)The marketing representative will conduct sales visits, seminars, road shows, workshops and fairs at trade missions and training sessions

g)The marketing representative will organize and escort familiarization trips

h)The marketing representative will initiate and launch new product/package to the market through key trade partners

i)The marketing representative will manage enquiries from the travel trade

j)The marketing representative will ensure positive image of Visit Finland among key stakeholders (Team Finland, Finnair etc.)

The details of the activities for the market area will be clarified on a yearly assignment. Visit Finland will define, lead and guide the actions to be taken in each country in the market area. The details and scope of the activities per country in the market area will be clarified on a yearly plan.

2) CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

3) Quantity or scope

Visit Finland will estimate together with the chosen supplier the number of days needed per

market area per year according to Visit Finland's yearly activity plan per country. Non-binding estimation of workload per market area is per year is an approximately:
Shanghai & East China: 350 days.

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 6

Lot title: Hong Kong & South China

1) Short description

The scope of the services for each market area is the following:

- a)The marketing representative will provide insight and consultation on Visit Finland marketing strategy, tourism growth programs and country specific business and marketing plans
- b)The marketing representative will provide market intelligence to Visit Finland and Finnish travel trade
- c)The marketing representative will develop and maintain relationship with key tourism industry distributors including traditional, OTA, high-end, business events sector, and Visit Finland's PR-company/companies on the market
- d)The marketing representative will identify new channels of potential business
- e)The marketing representative will negotiate, coordinate and implement campaigns and tactical activities with identified trade partners
- f)The marketing representative will conduct sales visits, seminars, road shows, workshops and fairs at trade missions and training sessions
- g)The marketing representative will organize and escort familiarization trips
- h)The marketing representative will initiate and launch new product/package to the market through key trade partners
- i)The marketing representative will manage enquiries from the travel trade
- j)The marketing representative will ensure positive image of Visit Finland among key stakeholders (Team Finland, Finnair etc.)

The details of the activities for the market area will be clarified on a yearly assignment. Visit Finland will define, lead and guide the actions to be taken in each country in the market area. The details and scope of the activities per country in the market area will be clarified on a yearly plan.

2) CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

3) Quantity or scope

Visit Finland will estimate together with the chosen supplier the number of days needed per market area per year according to Visit Finland's yearly activity plan per country. Non-binding estimation of workload per market area is per year is an approximately:
Hong Kong & South China: 150 days.

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

The tenderer must be an organisation duly registered in authorities as required by the applicable laws. The tenderer must have fulfilled its legal duties concerning taxes, payments of social security and other similar official fees and duties in the country of the tenderer's location. The tenderer shall sign and attach to the tender the affirmation as specified in appendix 1 to this invitation to tender.

Finpro reserves the right at any time to separately request the tenderer to provide evidence of entry in a trade register or equivalent, or evidence related to other items confirmed in the affirmation. Prior to signing the contract the elected supplier shall provide Finpro with certificates that evidence the registrations and payments confirmed in the affirmation. The certificates may not be older than two months.

The tenderer must have adequate economic and financial standing in order to be able to accomplish the duties of the contract.

Finpro may utilize available credit information sources in Finland and/or abroad in order to evaluate the tenderer's economic and financial standing.

At the request of Finpro the tenderer shall provide Finpro with the financial statements of the two latest accounting periods, or if for the valid reason the tenderer is unable to provide the statements requested herein, it shall provide other reliable documents concerning the economic and financial standing of the tendering company. In addition, at the request of Finpro the tenderer shall provide Finpro with the statement from bank or credit institution.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

All prices should be indicated and payments will be made in Euros. The prices are fixed for the entire contract period.

Finpro's terms of payment is 21 days from the receipt of invoice. Interest for late payment may be charged only in accordance with the Finnish Interest Act (633/1982 as amended).

Finpro primarily assumes that the supplier is capable of sending e-invoices. Finpro's invoicing details for e-invoicing are:

Finpro ry, Business ID:0202317-7

EDI address: 0037 0202 3177

Operator:Basware Oyj

Operator ID:BAWCFI22

Monthly fees will be paid afterwards. Any other payments are to be made primarily after the accepted delivery of the goods/services. The service provider shall specify the goods/services in the invoice as requested by Finpro.

VAT information:

Finpro is registered for VAT. Indicate in the tender whether EU regulation and reverse VAT will be applied. Reverse VAT means that the supplier will not charge VAT when invoicing Finpro, but Finpro will pay Finnish VAT (23 %) directly to the Finnish authorities. If the reverse VAT charge is not applied, please provide clearly the foreign VAT percentage that will be charged on top of the price without VAT. If foreign VAT is charged, it will be included into prices that are taken into account in price comparison.

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

List and brief description of conditions: The tenderer must be an organisation duly registered in authorities as required by the applicable laws. The tenderer must have fulfilled its legal duties concerning taxes, payments of social security and other similar official fees and duties in the country of the tenderer's location. The tenderer shall sign and attach to the tender the affirmation as specified in appendix 1 to this invitation to tender.

Finpro reserves the right at any time to separately request the tenderer to provide evidence of entry in a trade register or equivalent, or evidence related to other items confirmed in the affirmation. Prior to signing the contract the elected supplier shall provide Finpro with certificates that evidence the registrations and payments confirmed in the affirmation. The certificates may not be older than two months.

III.2.2. Economic and financial ability

List and brief description of conditions: The tenderer must have adequate economic and financial standing in order to be able to accomplish the duties of the contract.

Finpro may utilize available credit information sources in Finland and/or abroad in order to evaluate the tenderer's economic and financial standing.

At the request of Finpro the tenderer shall provide Finpro with the financial statements of the two latest accounting periods, or if for the valid reason the tenderer is unable to provide the statements requested herein, it shall provide other reliable documents concerning the economic and financial standing of the tendering company. In addition, at the request of Finpro the tenderer shall provide Finpro with the statement from bank or credit institution.

III.2.3. Technical and professional ability

List and brief description of conditions:

The tenderer shall have experience and professional skills that are adequate to provide the goods/services in compliance with Finpro's quality and quantity requirements. The tenderer should have enough capable personnel to provide the services in each market area. The minimum requirements are the following:

- At least one named expert per market area. The experts should be named in the tender to accomplish Finpro's assignment.

- Named expert for one market area cannot be named as an expert for other market areas.

The minimum requirements for the named expert(s) are:

- At least 5 (five) year experience in the field of tourism industry including at least one year experience of cooperation with the Finnish travel trade and the travel trade in market area.

- The person(s) should be fluent in English and at least in one of the languages spoken in the market area.

- In addition, the person(s) should have at least three references related to tourism development or marketing. References cannot be older than seven (7) years.

For the proof of minimum requirements the tenderer should enclose the named persons' CVs and the named person's three (3) references as attachments to the tender.

Reference descriptions should describe in detail the assignment, the scope of activities performed by the named person, the time the activities are performed, and the contact information of the reference company. Finpro must be allowed to contact the reference company in order to verify the reference.

In addition, the tender should include named persons' written report (max 2xA4) on their market knowledge, covering the following topics:

- named person's relevant networks in the market area,
- named person's relevant contacts in the market area,

- named person's knowledge of outgoing tourism from the market area,
- named person's knowledge of the relevant competitors in the market area,
- named person's knowledge of the relevant distribution channels in the market area.

NOTE: The tenderer should provide the CVs, references and market knowledge reports only for one named expert/market area. If the tenderer provides documentation for additional persons, Finpro will select named persons for evaluation based on the alphabetical order of surnames.

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

IV.3. Administrative information

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

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

30.10.2016 - 12:00

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
English.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender
until: 29.2.2016

IV.3.8. Conditions for opening of tenders

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

Tenderers' information requests, if any, shall be delivered by 30.9.2015, 12:00 (Finnish local time) by e-mail in English to the following e-mail address: tendering@finpro.fi. Information requests should include proper contact information and the subject field of the e-mail message should include the following reference: Visit Finland Marketing Representative. Finpro will provide answers by 2.10.2015 at the same time to all tenderers who delivered proper contact details to the above mentioned e-mail address. In order to ensure equal treatment of tenderers in the procedure Finpro will not reply to any information requests by phone.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Markkinaoikeus
Postal address: Radanrakentajantie 5
Town: Helsinki
Postal code: FI-00520
Country: Finland
E-mail: markkinaoikeus@oikeus.fi
Telephone: +358 295643300
Fax: +358 295643314
Internet address: <http://www.oikeus.fi/markkinaoikeus>

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

3.9.2015