

**Belgium-Brussels: Advertising and marketing services**

OJ S 154/2017 12/08/2017

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Bibliothèque royale de Belgique

Postal address: Boulevard de l'Empereur 4

Town: Bruxelles

NUTS code: BE10 Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest

Postal code: 1000

Country: Belgium

Contact person: Joachim Spyns

E-mail: [joachim.spyns@kbr.be](mailto:joachim.spyns@kbr.be)

Telephone: +32 25195597

**Internet address(es):**Main address: [www.kbr.be](http://www.kbr.be)Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=281552>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=281552>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=KBR-KBR-COMM-2017-01-F02>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Other activity: Établissement scientifique fédérale

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Le développement d'un branding et d'une campagne de communication et de promotion pour un nouveau musée à la Bibliothèque royale de Belgique.

Reference number: KBR-KBR-COMM-2017-01-F02\_0

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Le développement d'un branding et d'une campagne de communication et de promotion pour un nouveau musée à la Bibliothèque royale de Belgique.

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

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

This contract is divided into lots: no

## **II.2. Description**

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

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

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

Le développement d'un branding et d'une campagne de communication et de promotion pour un nouveau musée à la Bibliothèque royale de Belgique.

### **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**

End: 05/10/2019

This contract is subject to renewal: no

### **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**

Voir le cahier des charges pour toutes les informations svp.

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Voir le cahier des charges svp.

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Voir le cahier des charges svp.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Voir le cahier des charges svp.

Minimum level(s) of standards possibly required:

Classe: N/A, Catégorie: N/A.

### **III.2. Conditions related to the contract**

#### **III.2.2. Contract performance conditions**

Voir le cahier des charges svp.

## **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: 09/10/2017 Local time: 10:05

#### **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**

French, Dutch

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

Tender must be valid until: 12/02/2018

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

Date: 09/10/2017 Local time: 10:05

Place:

Bibliothèque royale de Belgique, Boulevard de l'Empereur 4 à B-1000 Bruxelles.

Information about authorised persons and opening procedure: Cette session d'ouverture n'est pas ouverte au public.

## **Section VI: Complementary information**

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

This is a recurrent procurement: no

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

Une session d'information sera organisé le 15.9.2017. Nous vous conseillons d'y participer.

Voir le cahier des charges pour les informations svp.

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

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

Official name: Conseil de l'Etat  
Postal address: Rue de la Science 33  
Town: Bruxelles  
Postal code: 1040  
Country: Belgium  
Telephone: +32 22349611

##### **VI.4.2. Body responsible for mediation procedures**

Official name: Politique Scientifique Fédérale  
Postal address: Avenue Louise 231  
Town: Bruxelles  
Postal code: 1050  
Country: Belgium  
Telephone: +32 22383471

##### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Politique Scientifique Fédérale  
Postal address: Avenue Louise 231  
Town: Bruxelles  
Postal code: 1050  
Country: Belgium  
Telephone: +32 22383471

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

10/08/2017