

**B-Saint-Gilles: IT services: consulting, software development, Internet and support**

OJ S 207/2012 26/10/2012

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Office de promotion du Tourisme de Wallonie et de Bruxelles ASBL

Postal address: rue Saint-Bernard 30

Town: Saint-Gilles

Country: Belgium

Contact person: Viviane Jacobs, directrice générale

E-mail: [viviane.jacobs@opt.be](mailto:viviane.jacobs@opt.be)

Telephone: +32 25040200

**Internet address(es):**Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=133961>**Additional information can be obtained from:**

Official name: Belgien Tourismus Wallonie-Brüssel

Postal address: Cäcilienstraße 46

Town: Koln

Postal code: 50667

Country: Germany

Contact person: Eva Claushes

E-mail: [claus hues@belgien-tourismus.de](mailto:claus hues@belgien-tourismus.de)

Telephone: +49 221277590

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Official name: Belgien Tourismus Wallonie-Brüssel

Postal address: Cäcilienstraße 46

Town: Koln

Postal code: 50667

Country: Germany

Contact person: Eva Claushes

E-mail: [claus hues@belgien-tourismus.de](mailto:claus hues@belgien-tourismus.de)

Telephone: +49 221277590

**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Other: ASBL

**I.3. Main activity**

Other: Tourisme

**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**

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## **II.1. Description**

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

Campagnes WEB Allemagne.

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

Services

Service category No 13: Advertising services

NUTS code DEA Nordrhein-Westfalen

### **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)**

Le présent marché de services a pour objet la réalisation d'une campagne de marketing on line touristique intégrée visant à promouvoir la Wallonie et Bruxelles sur le marché allemand. L'agence devra définir une stratégie et un plan d'actions et les concrétiser, ainsi que définir et fournir à l'OPT les indicateurs de suivi. Le présent marché sera attribué pour une durée de deux ans, sous réserve de satisfaction du travail accompli et pourra être reconduit pour un an moyennant l'accord de l'OPT.

Le mandat sera divisé en 4 parties:

— campagne en ligne pour la promotion du magazine Avec Plaisir et particulièrement la Newsletter électronique de Belgien Tourismus,

— campagne en ligne pour la promotion de Bruxelles en tant que destination "citytrip",

— campagne en ligne pour la promotion touristique axée sur le thème de la randonnée pédestre en Wallonie,

— campagne en ligne pour la promotion touristique axée sur le thème de la gastronomie en Wallonie.

L'objectif principal de ces campagnes est de générer des inscriptions quantitatives et qualitatives à la newsletter électronique de Belgien Tourismus, segmenter et ensuite faire du trigger marketing.

### **II.1.6. CPV code(s)**

72000000 IT services: consulting, software development, Internet and support, 79000000

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

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

The procurement is covered by the Government Procurement Agreement: yes

### **II.1.8. Lots**

This contract is divided into lots: no

### **II.1.9. Information about variants**

Variants will be accepted: no

## **II.2. Scope of the procurement**

### **II.2.1. Total quantity or scope**

Le montant global actuellement estimé est de 125 000 EUR à répartir sur deux ans (75 000 EUR pour 2013 et 50 000 EUR pour 2014), hors taxe sur la valeur ajoutée. Ce montant

pourrait être augmenté par l'apport de budgets supplémentaires. Il pourrait également être revu à la baisse.

Estimated value excluding VAT: 125 000,00 EUR

#### **II.2.2. Information about options**

Options: no

#### **II.2.3. Information about renewals**

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

Duration in months: 24 (from the award of the contract)

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

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#### **III.1. Conditions related to the contract**

##### **III.1.1. Deposits and guarantees required**

Cfr. cahier spécial des charges.

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

Cfr. cahier spécial des charges.

##### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

Cfr. cahier spécial des charges.

##### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

#### **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: Cfr. cahier spécial des charges.

##### **III.2.2. Economic and financial ability**

List and brief description of conditions: Cfr. cahier spécial des charges.

##### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Cfr. cahier spécial des charges.

Minimum level(s) of standards possibly required:

Classe: N/A, catégorie: N/A.

##### **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: no

## Section IV: Procedure

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### 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

OPT Wallonie et BXL-AOGSTRATWEBALL-F02\_0

#### IV.3.2. Previous publication concerning this procedure

no

#### IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 9.11.2012 - 12:00  
Payable documents: no

#### IV.3.4. Time limit for receipt of tenders or requests to participate

14.1.2013 - 14:00

#### 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

German. English. French.

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

Duration in days: 60 (from the date stated for receipt of tender)

#### IV.3.8. Conditions for opening of tenders

Date: 14.1.2013 - 14:00

Place:

OPT.

Persons authorised to be present at the opening of tenders: no

## Section VI: Complementary information

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### 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**

**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**

24.10.2012