

Spain-Seville: Advertising and marketing services

OJ S 139/2019 22/07/2019

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Extenda — Agencia Andaluza de Promoción Exterior, S. A.

Postal address: C/ Marie Curie, 5, Isla de la Cartuja

Town: Sevilla

NUTS code: ES618 Sevilla

Postal code: 41092

Country: Spain

Contact person: Matilde Fuertes Fuster

E-mail: contratacion@extenda.es

Telephone: +34 954280227

Fax: +34 955128281

Internet address(es):Main address: <http://www.extenda.es>Address of the buyer profile: <http://contratacion.chap.junta-andalucia.es/contratacion>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/perfiles-contratante/detalle/EICE15.html>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Empresa pública

I.5. Main activity

Other activity: Apoyo a la internacionalización de las empresas andaluzas

Section II: Object

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

Contratación de una ««Campaña de Promoción Genérica de Aceitunas»» de España en Reino Unido

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de una agencia para el desarrollo y ejecución de una «Campaña de Promoción Genérica de Aceitunas» de España en Reino Unido. La agencia seleccionada se encargará de diseñar e implementar sus acciones propuestas para la promoción de Aceitunas de España en Reino Unido.

II.1.5. Estimated total value

Value excluding VAT: 800 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

La agencia deberá diseñar y planificar actividades de promoción que podrán incluir medios (medios impresos, medios online), en la web y redes sociales ya existentes, así como desarrollo de acciones especiales y/o eventos de gran impacto y notoriedad en Reino Unido.

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

Value excluding VAT: 800 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se podrá realizar 1 prórroga de duración anual.

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: yes

Identification of the project: El importe de este contrato estará cofinanciado en un 80 % con fondos procedentes de la Unión Europea, con cargo al Programa Operativo FEDER de Andalucía 2014-2020

II.2.14. Additional information

Section IV: Procedure

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 237-541361](#)

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 26/08/2019 Local time: 14:00

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

Spanish, English

IV.2.7. Conditions for opening of tenders

Date: 27/08/2019 Local time: 10:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de Recursos Contractuales de la Junta de Andalucía

Postal address: C/ Barcelona, 4 -6

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 671530856

Fax: +34 955515041

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

Official name: Tribunal Administrativo de Recursos Contractuales de la Junta de Andalucía

Postal address: C/ Barcelona, 4-6

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 671530856

Fax: +34 955515041

VI.5.

Date of dispatch of this notice

17/07/2019