

**Sweden-Gothenburg: Advertising consultancy services**

OJ S 200/2013 15/10/2013

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Göteborg & Co Träffpunkt AB

National registration number: SE 556428-0369

Postal address: Box 29

Town: Göteborg

Postal code: SE-401 20

Country: Sweden

Contact person: Kommunikationsavdelningen

For the attention of: Anna Vieweg

E-mail: [anna.vieweg@goteborg.com](mailto:anna.vieweg@goteborg.com)

Telephone: +46 722230672

Fax: +46 31811048

**Internet address(es):**

General address of the contracting authority: <http://www.corporate.goteborg.com>

Address of the buyer profile: <http://www.corporate.goteborg.com>

**Additional information can be obtained from:**

the abovementioned address

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

Official name: Visma Commerce AB

Internet address: <http://www.opic.com/notice.asp?req=ubvrdhgm>

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

**I.2. Type of the contracting authority**

Other: Kommunalt bolag

**I.3. Main activity**

Other: Destinationsmarknadsföring

**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**

Kommunikationsbyråtjänster.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Göteborg.  
NUTS code SE232 Västra Götalands län

**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)**

Uppdragsgivaren söker en kommunikationsbyrå för strategisk kommunikation, rådgivning och taktiskt stöd, utveckling och hantering digital närvaro samt kreativa kommunikationskoncept och kampanjer.

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

79341100 Advertising consultancy services, 72212500 Communication and multimedia software development services, 72212510 Communication software development services, 79341200 Advertising management services

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

**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**

**II.2.2. Information about options**

Options: yes

Description of options: Beställaroption ger rätt att förlänga avtalsperioden med upp till 36 månader.

Provisional timetable for recourse to these options:  
in months: 36 (from the award of the contract)

**II.2.3. Information about renewals**

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

**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**

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

**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**
- III.2.2. Economic and financial ability**
- III.2.3. Technical and professional ability**
- III.2.4. Information about reserved contracts**
- III.3. Conditions specific to services contracts**
- III.3.1. Information about a particular profession**
- III.3.2. Information about staff responsible for the performance of the contract**

## **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 Criteria below
  - 1. Pris
  - 2. Bedömning av referensuppdrag
- 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**
- IV.3.2. Previous publication concerning this procedure**
- 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: 19.11.2013
  - Payable documents: no
- IV.3.4. Time limit for receipt of tenders or requests to participate**
  - 25.11.2013
- 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**
  - Swedish.

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

Duration in months: 6 (from the date stated for receipt of tender)

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

Date: 26.11.2013

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**

Visma Commerce-annons: <http://www.opic.com/notice.asp?req=ubvrdhgm>  
Anbudsgivaren bekostar beställning av papperskopior av förfrågningsunderlagen.

**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**

11.10.2013