

35284-2026 - Competition

Chile – Advertising campaign services – Comunicación estratégica Chile

OJ S 12/2026 19/01/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comisión Europea, INTPA - International Partnerships

Email: Delegation-chile-communication-tender@eeas.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Comunicación estratégica Chile

Description: Comprar servicios de comunicación, publicidad y/o marketing para una campaña Global Gateway en Chile.

Procedure identifier: b97ef3e4-9c44-45c7-b30a-4a107ad90dae

Internal identifier: EC-INTPA/SCL/2026/EA-RP/0004

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country: Chile

Anywhere in the given country

Additional information: Sírvese consultar los pliegos de la contratación.

2.1.3. Value

Estimated value excluding VAT: 1 000 000,00 EUR

2.1.4. General information

Additional information: Para más información, véase el documento A5f "Información adicional sobre el anuncio de contrato". En caso de indisponibilidad o de perturbaciones en el funcionamiento de los medios de comunicación electrónicos previstos en el apartado 5.1.11 en los cinco días naturales anteriores al plazo de recepción indicado en el apartado 5.1.12, el poder adjudicador se reserva el derecho de ampliar dicho plazo y publicar la ampliación en la dirección de Internet indicada en el apartado 5.1.11, sin publicación previa de una corrección de errores del presente anuncio. Se invita a los operadores económicos interesados en esta contratación a que se suscriban a la licitación en la dirección indicada en el apartado 5.1.11, a fin de recibir notificaciones cuando se publiquen nuevos documentos o información.

Legal basis:

Regulation (EU, Euratom) 2024/2509

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Comunicación estratégica Chile

Description: Comprar servicios de comunicación, publicidad y/o marketing para una campaña Global Gateway en Chile.

Internal identifier: EC-INTPA/SCL/2026/EA-RP/0004

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79342000 Marketing services, 79340000 Advertising and marketing services

Options:

Description of the options: siempre que cumplan con el proyecto básico, podrán adjudicarse al contratista inicial nuevos servicios u obras consistentes en la repetición de servicios u obras similares hasta un máximo del 50 % del contrato inicial mediante procedimiento negociado, sin publicación previa de un anuncio de licitación.

5.1.2. Place of performance

Anywhere

Additional information: El contrato se ejecutará en Chile

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 1 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: Neighbourhood, Development and International Cooperation Instrument (NDICI) (2021/2027)

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: The procurement is funded by the following EU programme: Others, America and the Caribbean.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Sírvase consultar los pliegos de la contratación.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 80

Criterion:

Type: Price

Description: Sírvase consultar los pliegos de la contratación.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

5.1.11. Procurement documents

Address of the procurement documents: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/b97ef3e4-9c44-45c7-b30a-4a107ad90dae-CN?#anchorDocuments>

Ad hoc communication channel:

Name: Funding and Tenders Portal

URL: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/b97ef3e4-9c44-45c7-b30a-4a107ad90dae-CN?#anchorDocuments>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://webgate.ec.europa.eu/digit/opsys/esubmission?cftUuid=b97ef3e4-9c44-45c7-b30a-4a107ad90dae>

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 03/03/2026 12:00:59 (UTC-03:00) Cayenne, Saint-Pierre-et-Miquelon

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal de Justicia de la Unión Europea

Organisation providing more information on the review procedures: Comisión Europea, INTPA
- International Partnerships

8. Organisations

8.1. ORG-0001

Official name: Comisión Europea, INTPA - International Partnerships

Registration number: COM

Department: INTPA.B - Latin America and The Caribbean; Relations with all Overseas Countries and Territories, INTPA.B.2 - Country Programmes for Latin America and the Caribbean

Postal address: Av Ricardo Lyon 222 Torre Paris, 3er piso. Providencia. Santiago

Town: Santiago

Postcode: 10093 Correo Central

Country: Chile

Email: Delegation-chile-communication-tender@eeas.europa.eu

Telephone: +32 2 299 11 11

Internet address: https://international-partnerships.ec.europa.eu/index_en

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Tribunal de Justicia de la Unión Europea

Registration number: CURIA

Postal address: Rue du Fort Niedergrünwald

Town: Luxembourg

Postcode: L-2925

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: GC.Registry@curia.europa.eu

Telephone: +352 4303-1

Internet address: <http://curia.europa.eu>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Comisión Europea

Registration number: EUCOM

Postal address: Mondrian (CDMA), Rue du Champ de Mars 21

Town: Brussels

Postcode: B-1050

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: Delegation-chile-communication-tender@eeas.europa.eu

Telephone: +32 2 299 11 11

Internet address: <https://commission.europa.eu/>

Roles of this organisation:

TED eSender

Notice information

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