

**Spain-Palma de Mallorca: Public relations consultancy services**

OJ S 199/2016 14/10/2016

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Agencia de Turismo de les Illes Balears (ATB)

Postal address: c/ Rita Levi, s/n

Town: Palma de Mallorca

Postal code: 07121

Country: Spain

Contact person: Agencia de Turismo de las Islas Baleares (ATB), Área Jurídica de la ATB

E-mail: [ibalfagon@atb.caib.es](mailto:ibalfagon@atb.caib.es), [lbuades@atb.caib.es](mailto:lbuades@atb.caib.es), [ppons@atb.caib.es](mailto:ppons@atb.caib.es)**Internet address(es):**General address of the contracting authority: [www.plataformadecontractacio.caib.es](http://www.plataformadecontractacio.caib.es)**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:**

the abovementioned address

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

Body governed by public law

**I.3. Main activity**

Other: Turismo

**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**

Servicios de una agencia de comunicación y relaciones públicas, para que desarrolle y ejecute los planes y acciones de promoción y comunicación exterior, con el fin de difundir la imagen, las actividades y los acontecimientos más destacables de las Islas Baleares en los mercados emisores de Alemania, Reino Unido, Francia, Italia y España.

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

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Mercados emisores de Alemania, Reino Unido, Francia, Italia y España.

NUTS code

### **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)**

Ervidios de una agencia de comunicación y relaciones públicas, para que desarrolle y ejecute los planes y acciones de promoción y comunicación exterior, con el fin de difundir la Imagen, las actividades y los acontecimientos más destacables de las Islas Baleares en los mercados emisores de Alemania, Reino Unido, Francia, Italia y España.

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

79416200 Public relations consultancy services

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

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

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

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

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

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

Incluida la posibilidad de prorroga el valor estimado del contrato es de 440 000 EUR.

Estimated value excluding VAT: 200 000 EUR

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

Options: no

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

This contract is subject to renewal: yes

Number of possible renewals: 1

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

Duration in months: 12 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Lote 1

#### **1) Short description**

Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de Alemania.

#### **2) CPV code(s)**

79416200 Public relations consultancy services

#### **3) Quantity or scope**

40 000 EUR.

Estimated value excluding VAT: 8 400 EUR

#### **4) Indication about different time frame or duration**

#### **5) Additional information about lots**

Lot No: 2

Lot title: Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de Reino Unido

**1) Short description**

Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de Reino Unido.

**2) CPV code(s)**

79416200 Public relations consultancy services

**3) Quantity or scope**

40 000 EUR.

Estimated value excluding VAT: 8 400 EUR

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 3

Lot title: Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de Francia

**1) Short description**

Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de Francia.

**2) CPV code(s)**

79416200 Public relations consultancy services

**3) Quantity or scope**

40 000 EUR.

Estimated value excluding VAT: 8 400 EUR

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 4

Lot title: Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de Italia

**1) Short description**

Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de Italia.

**2) CPV code(s)**

79416200 Public relations consultancy services

**3) Quantity or scope**

40 000 EUR.

Estimated value excluding VAT: 8 400 EUR

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 5

Lot title: Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de España

**1) Short description**

Servicios de agencia de relaciones públicas y comunicación exterior en el país emisor de España.

**2) CPV code(s)**

79416200 Public relations consultancy services

**3) Quantity or scope**

40 000 EUR.

Estimated value excluding VAT: 8 400 EUR

**4) Indication about different time frame or duration**

**5) Additional information about lots**

**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**

3 % en concepto de garantía provisional.

5 % en concepto de garantía definitiva.

**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**

List and brief description of conditions: Ver requisitos de solvencia en los pliegos particulares.

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

List and brief description of conditions: Ver pliegos de cláusulas particulares.

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

List and brief description of conditions:

Ver pliegos.

**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**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

**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. Criterios técnicos por fórmula. Weighting 85
2. Criterios técnicos sin fórmula. Weighting 15

##### **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**

010/2017

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

no

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

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

28.11.2016 - 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**

Spanish.

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

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

Place:

Edificio ATB, c/ Rita Levi, s/n, Parc Bit, Palma de Mallorca

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Representantes del licitador.

#### **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**

##### **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**

11.10.2016