

**Germany-Potsdam: Business services: law, marketing, consulting, recruitment, printing and security**

OJ S 136/2021 16/07/2021

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: TMB Tourismus-Marketing Brandenburg GmbH

Postal address: Babelsberger Str. 26

Town: Potsdam

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Postal code: 14473

Country: Germany

E-mail: [Andreas.Zimmer@reiseland-brandenburg.de](mailto:Andreas.Zimmer@reiseland-brandenburg.de)**Internet address(es):**Main address: [www.reiseland-brandenburg.de](http://www.reiseland-brandenburg.de)**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://vergabemarktplatz.brandenburg.de/VMPSatellite/notice/CXP9YRJLHH/documents>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via:

<https://vergabemarktplatz.brandenburg.de/VMPSatellite/notice/CXP9YRJLHH>**I.4. Type of the contracting authority**

Other type: Tourismusmarketing Gesellschaft des Landes Brandenburg

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

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

Starke Destinationen: Themenfeld 2 Beratungsleistungen

Reference number: 2021-76-TMB

**II.1.2. Main CPV code**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3.**

## **Type of contract**

Services

### **II.1.4. Short description**

Ziel der Ausschreibung „Starke Destinationen“ ist es, den Tourismus in den touristischen Regionen Brandenburgs bei anstehenden Veränderungs- und Neustartprozessen nach der Corona-Krise zu unterstützen, um so wertschöpfende Impulse in Richtung der regionalen Wirtschaftsstrukturen zu aktivieren.

Im Themenfeld 2 werden sechs Lose vergeben.

— Los 1: Beratungsleistungen zur Repositionierung der Prignitz,

— Los 2: Gestaltungskonzept für die Touristinformation Dahme-Seenland als Muster-TI für den brandenburgischen Tourismus,

— Los 3: Fachliche Beratung zur Weiterentwicklung des Angebots E-Bike-Verleih im Elbe-Elster-Land,

— Los 4: Entwicklung eines Kooperationsnetzwerks von Tourist-Informationen im Fläming,

— Los 5: Durchführung von Ideen- und Produktentwicklungs-workshops im Fläming,

— Los 6: Fachliche Beratung zur Erarbeitung einer Marketing- und Kommunikationsstrategie.

### **II.1.5. Estimated total value**

Value excluding VAT: 90 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for one lot only

## **II.2. Description**

### **II.2.1. Title**

Beratungsleistungen zur Repositionierung der Prignitz

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

### **II.2.3. Place of performance**

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH

Babelsberger Str. 26 14473 Potsdam

### **II.2.4. Description of the procurement**

Beratungsleistungen zur Repositionierung der Prignitz.

### **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: 40 000,00 EUR

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

End: 31/12/2021

This contract is subject to renewal: no

### **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:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Gestaltungskonzept für die Touristinformation Dahme-Seenland als Muster-TI für den brandenburgischen Tourismus

Lot No: 2

##### **II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

##### **II.2.3. Place of performance**

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH

Babelsberger Str. 26 14473 Potsdam

##### **II.2.4. Description of the procurement**

Gestaltungskonzept für die Touristinformation Dahme-Seenland als Muster-TI für den brandenburgischen Tourismus

##### **II.2.5. Award criteria**

Criteria below

Price

##### **II.2.6. Estimated value**

Value excluding VAT: 11 000,00 EUR

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

End: 31/12/2021

This contract is subject to renewal: no

### **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:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

**II.2.1. Title**

„Fachliche Beratung zum Weiterentwicklung des Angebots E-Bike-Verleih im Elbe-Elster-Land“  
Lot No: 3

**II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.2.3. Place of performance**

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH  
Babelsberger Str. 26 14473 Potsdam

**II.2.4. Description of the procurement**

„Fachliche Beratung zum Weiterentwicklung des Angebots E-Bike-Verleih im Elbe-Elster-Land“

**II.2.5. Award criteria**

Criteria below

Price

**II.2.6. Estimated value**

Value excluding VAT: 15 000,00 EUR

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

End: 31/12/2021

This contract is subject to renewal: no

**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:  
no

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

„Entwicklung eines Kooperationsnetzwerks von Tourist-Informationen im Fläming“  
Lot No: 4

**II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.2.3. Place of performance**

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH  
Babelsberger Str. 26 14473 Potsdam

**II.2.4. Description of the procurement**

„Entwicklung eines Kooperationsnetzwerks von Tourist-Informationen im Fläming“.

**II.2.5.**

## **Award criteria**

Criteria below

Price

### **II.2.6. Estimated value**

Value excluding VAT: 18 000,00 EUR

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

End: 31/12/2021

This contract is subject to renewal: no

### **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:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

„Durchführung von Ideen- und Produktentwicklungs-workshops im Fläming“  
Lot No: 5

##### **II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

##### **II.2.3. Place of performance**

NUTS code: DE404 Potsdam, Kreisfreie Stadt

Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH  
Babelsberger Str. 26 14473 Potsdam

##### **II.2.4. Description of the procurement**

„Durchführung von Ideen- und Produktentwicklungs-workshops im Fläming“.

##### **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: 7 000,00 EUR

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

End: 31/12/2021

This contract is subject to renewal: no

##### **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:  
no

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

„Fachliche Beratung zur Erarbeitung einer Marketing- und Kommunikationsstrategie“.  
Lot No: 6

##### **II.2.2. Additional CPV code(s)**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

##### **II.2.3. Place of performance**

NUTS code: DE404 Potsdam, Kreisfreie Stadt  
Main site or place of performance: TMB Tourismus-Marketing Brandenburg GmbH  
Babelsberger Str. 26 14473 Potsdam

##### **II.2.4. Description of the procurement**

„Fachliche Beratung zur Erarbeitung einer Marketing- und Kommunikationsstrategie“.

##### **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: 16 000,00 EUR

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

End: 31/12/2021  
This contract is subject to renewal: no

### **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:  
no

### **II.2.14. Additional information**

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

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:  
Siehe Unterlagen.

### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV: Procedure**

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

Date: 17/08/2021 Local time: 15:00

#### **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**

German

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 12/09/2021

#### **IV.2.7. Conditions for opening of tenders**

Date: 17/08/2021 Local time: 15:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3. Additional information**

Bekanntmachungs-ID: CXP9YRJRLHH

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Vergabekammer des Landes Brandenburg beim Ministerium für Wirtschaft, Arbeit und Energie

Town: Potsdam

Country: Germany

**VI.5. Date of dispatch of this notice**

11/07/2021