

369418-2026 - Competition

Belgium – Advertising and marketing services – La sélection d’une agence de communication pour toutes les marques et sous-marques de la Mutualité chrétienne

OJ S 102/2026 29/05/2026

**Contract or concession notice – standard regime - Change notice
Services**

1. Buyer

1.1. Buyer

Official name: Centrale d'achat Groupe MC-CM asbl

Email: aankoop@cm.be

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: La sélection d’une agence de communication pour toutes les marques et sous-marques de la Mutualité chrétienne

Description: La sélection d’une agence de communication chargée du content marketing et des campagnes pour toutes les marques et sous-marques de la Mutualité chrétienne

Procedure identifier: 19f879ac-c494-44c4-8cf9-cc3f889f7985

Internal identifier: CM-MC_2025_071

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

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

Country: Belgium

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: CM-MC_2025_071 - 1

Description: Agence de communication pour le content marketing et les campagnes de la Mutualité chrétienne

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

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

Country: Belgium

5.1.3. Estimated duration

Start date: 23/11/2026

Duration: 4 Years

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

The procurement falls within the scope of the European Parliament and Council 2009/33/EC (Clean Vehicles Directive – CVD)

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

5.1.11. Procurement documents

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/c202a57a-4779-42fa-b4ff-a40d8d21f82f/documents>

Ad hoc communication channel:

URL: <https://www.publicprocurement.be/publication-workspaces/c202a57a-4779-42fa-b4ff-a40d8d21f82f/forum>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.publicprocurement.be/supplier/enterprises/0/tendering-workspaces/publication-workspace-detail/c202a57a-4779-42fa-b4ff-a40d8d21f82f/general>

Languages in which tenders or requests to participate may be submitted: French, Dutch

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Deadline for receipt of requests to participate: 19/06/2026 10:05:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 4

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Centrale d'achat Groupe MC-CM asbl

Information about review deadlines: Conformément à l'article 8, §2 de la loi du 17 juin 2013 relative à la motivation, à l'information et aux voies de recours en matière de marchés publics et de certains marchés de travaux, de fournitures et de services, le « standstill » de 15 jours calendriers à compter du lendemain de la date d'envoi du courrier recommandé d'information d'attribution.

8. Organisations

8.1. ORG-0001

Official name: Centrale d'achat Groupe MC-CM asbl

Registration number: 0778280884_5563

Postal address: chaussée de Haecht 579

Town: Schaerbeek

Postcode: 1030

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

Country: Belgium

Email: aankoop@cm.be

Telephone: +32 22464111

Buyer profile: <https://www.publicprocurement.be/bda?organisationIds=5563&includeOrganisationChildren=true>

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: SPF Stratégie et Appui

Registration number: BE001

Postal address: Boulevard Simon Bolivar 30 Bte1

Town: Bruxelles

Postcode: 1000

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

Country: Belgium

Email: revise@publicprocurement.be

Telephone: +32 2 740 80 00

Internet address: <https://bosa.belgium.be>

Roles of this organisation:

TED eSender

10. Change

Version of the previous notice to be changed

:

2593d8f0-447b-47eb-8b3d-194be251cc62-01

Main reason for change

:

Information updated

Description

:

Objet : Rectificatif – précision relative au pouvoir adjudicateur et à la langue du marché Suite à la publication du marché intitulé « Sélection d'une agence de communication pour toutes les marques et sous-marques de la Mutualité chrétienne (MC) », une confusion a pu résulter de la traduction du titre en néerlandais mentionnant « Christelijke Mutualiteit ». Il est précisé que : le pouvoir adjudicateur est la Mutualité chrétienne (MC) ; le marché est exclusivement rédigé en langue française ; l'ensemble des documents du marché font foi en français Le présent rectificatif vise uniquement à lever toute ambiguïté à cet égard.

10.1. Change

Section identifier: LOT-0001

Notice information

Notice identifier/version: aa65ea60-83e1-4f41-9408-252c18f2d8c8 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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