

**Belgium-Liège: Business services: law, marketing, consulting, recruitment, printing and security**  
**OJ S 204/2015 21/10/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: GRE-Liège

Postal address: Rue Sainte-Marie 5

Town: Liège

Postal code: 4000

Country: Belgium

E-mail: [nvy@lm3.be](mailto:nvy@lm3.be)

Telephone: +32 42246510

**Internet address(es):**

General address of the contracting authority: <http://www.greliège.be>

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

Regional or local agency/office

**I.3. Main activity**

Economic and financial affairs

**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**

Accompagnement promotionnel de la dynamique de marketing territorial de la métropole liégeoise Liegetogether.

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

Services

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

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Accompagnement promotionnel de la dynamique de marketing territorial de la métropole liégeoise.

**II.1.5. CPV code(s)**

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

**II.1.6. Information about the Government Procurement Agreement (GPA)**

## **II.2. Total value of the contract/lot**

### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Concept de la campagne. Weighting 50
2. Montant. Weighting 50
3. Qualité et originalité des supports. Weighting 15
4. Qualité du portail internet. Weighting 15
5. Conseils sur la diffusion de la campagne de promotion. Weighting 10
6. Qualité de la charte graphique. Weighting 5
7. Caractère créatif de la brochure générique Liegetogether. Weighting 5

#### **IV.2.2. Information about electronic auction**

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

2014/025

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

Contract notice

## **Section V: Award of contract**

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Contract No: 2014/025

Lot title: Accompagnement promotionnel de la dynamique de marketing territorial de la métropole liégeoise

### **V.1. Date of conclusion of the contract**

27.2.2015

### **V.2. Information about tenders**

Number of tenders received: 4

### **V.3. Name and address of the contractor**

Official name: Cecoforma

Postal address: Rue Léon Frédéricq 14

Town: Liège

Postal code: 4020

Country: Belgium

### **V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 250 000 EUR

excluding VAT  
Total value of the procurement:  
Value: 225 000 EUR  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.2. Additional information**

IV.3.2) Publication(s) antérieure(s) concernant le même marché: oui.

Avis de marché:

Numéro de l'avis au JOUE: [2014/S 248-529462](#) du 24.12.2014.

**VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

16.10.2015