

France-Paris: Services furnished by business organisations
OJ S 133/2022 13/07/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SAE P.O.P.B

National registration number: 32643311700024

Postal address: www.accorarena.com

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: Marches@accorarena.com

Internet address(es):

Main address: <https://accorarena.com>

I.4. Type of the contracting authority

Other type: Autre

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marché de prestations de services d'accompagnement à la conception et à la commercialisation des partenariats commerciaux de l'Aréna Porte de la Chapelle
Reference number: 2021-M144

II.1.2. Main CPV code

98111000 Services furnished by business organisations

II.1.3. Type of contract

Services

II.1.4. Short description

Le Pouvoir Adjudicateur recherche un opérateur économique pour la réalisation d'une prestation de services d'accompagnement à la conception de l'offre de partenariats commerciaux et d'assistance-conseil en vue d'assurer la commercialisation des partenariats commerciaux de l'Arena Porte de la Chapelle (l'Aréna), dont notamment le naming de l'Arena

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 895 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

98111000 Services furnished by business organisations

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Le Pouvoir Adjudicateur recherche un opérateur économique pour la réalisation d'une prestation de services d'accompagnement à la conception de l'offre de partenariats commerciaux et d'assistance-conseil en vue d'assurer la commercialisation des partenariats commerciaux de l'Arena Porte de la Chapelle (l'Aréna), dont notamment le naming de l'Arena

II.2.5. Award criteria

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

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 IV: Procedure

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 128-339915](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/06/2022

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: INFRONT FRANCE

Postal address: 150 Route de la Reine

Town: Boulogne-Billancourt

NUTS code: FR105 Hauts-de-Seine

Postal code: 92100

Country: France

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 2 895 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Judiciaire

Postal address: 29-45 Avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

VI.5. Date of dispatch of this notice

08/07/2022