

Spain-Palma de Mallorca: Public relations services
OJ S 136/2022 18/07/2022
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direcció de la Fundació Mallorca Turisme

National registration number: G57594558

Postal address: Plaza del Hospital, 4

Town: Palma de Mallorca

NUTS code: ES532 Mallorca

Postal code: 07012

Country: Spain

Contact person: Direcció de la Fundació Mallorca Turisme

E-mail: bbibiloni1@conselldemallorca.net

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=3PCFaRjQVdMBPRBxZ4nJ%2Fg%3D%3D>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=yT94HkElw3UBPRBxZ4nJ%2Fg%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=3PCFaRjQVdMBPRBxZ4nJ%2Fg%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de comunicación exterior y relaciones públicas en los mercados emisores para la Fundació Mallorca Turisme en los siguientes mercados:- Alemania- Reino Unido- España- Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia- Francia, Bélgica y Luxemburgo

Reference number: 289/2022

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de comunicación exterior y relaciones públicas en los mercados emisores para la Fundació Mallorca Turisme en los siguientes mercados:- Alemania- Reino Unido- España- Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia- Francia, Bélgica y Luxemburgo

II.1.5. Estimated total value

Value excluding VAT: 867 768,60 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 5

Maximum number of lots that may be awarded to one tenderer: 5

II.2. Description

II.2.1. Title

Servicio de comunicación exterior y relaciones públicas Alemania

Lot No: 1

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: DE Deutschland

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas Alemania

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Newsletter extra / Weighting: 15

Cost criterion - Name: Reportaje extra / Weighting: 15

Cost criterion - Name: Oferta económica / Weighting: 70

II.2.6. Estimated value

Value excluding VAT: 57 851,24 EUR

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

Duration in months: 12

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

Servicio de comunicación exterior y relaciones públicas Reino Unido
Lot No: 2

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas Reino Unido

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Newsletter extra / Weighting: 15

Cost criterion - Name: Reportaje extra / Weighting: 15

Cost criterion - Name: Oferta económica / Weighting: 70

II.2.6. Estimated value

Value excluding VAT: 57 851,24 EUR

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

Duration in months: 12

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

Servicio de comunicación exterior y relaciones públicas España

Lot No: 3

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas España

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Newsletter extra / Weighting: 15

Cost criterion - Name: Reportaje extra / Weighting: 15

Cost criterion - Name: Oferta económica / Weighting: 70

II.2.6. Estimated value

Value excluding VAT: 57 851,24 EUR

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

Duration in months: 12

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

Servicio de comunicación exterior y relaciones públicas Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia

Lot No: 4

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: DK Danmark

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Newsletter extra Lote 4 / Weighting: 15

Cost criterion - Name: Reportaje extra Lote 4 / Weighting: 15

Cost criterion - Name: Sede en diferentes ciudades / Weighting: 8

Cost criterion - Name: Oferta económica Lote 4 / Weighting: 62

II.2.6. Estimated value

Value excluding VAT: 57 851,24 EUR

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

Duration in months: 12

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

Servicio de comunicación exterior y relaciones públicas Francia, Bélgica y Luxemburgo
Lot No: 5

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services,
79416200 Public relations consultancy services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Servicio de comunicación exterior y relaciones públicas Francia, Bélgica y Luxemburgo

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Newsletter extra Lote 5 / Weighting: 15

Cost criterion - Name: Reportaje extra Lote 5 / Weighting: 15

Cost criterion - Name: Sede en diferentes ciudades Lote 5 / Weighting: 6

Cost criterion - Name: Oferta económica Lote 5 / Weighting: 64

II.2.6. Estimated value

Value excluding VAT: 57 851,24 EUR

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

Duration in months: 12

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

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:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. 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

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: no

IV.2. Administrative information

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

Date: 16/08/2022 Local time: 14:00

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
Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 05/09/2022 Local time: 10:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Sede FMT

Postal address: Plaça de l'Hospital 4

Town: Palma

Postal code: 07012

Country: Spain

VI.5. Date of dispatch of this notice

13/07/2022