

Belgium-Brussels: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 213/2015 04/11/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Télé Bruxelles

Postal address: Rue Gabrielle Petit.32

Town: Bruxelles

Postal code: 1080

Country: Belgium

For the attention of: Depauw Marc

E-mail: marc.depauw@telebruxelles.be

Telephone: +32 24212149

Fax: +32 24212196

Internet address(es):

General address of the contracting authority: www.telebruxelles.net

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=218683>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

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

I.2. Type of the contracting authority

Other: ASBL

I.3. Main activity

Recreation, culture and religion

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

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Prestations de régie publicitaire spécialisée pour les sites web

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

Services

Service category No 13: Advertising services

NUTS code BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest, BE3 Région wallonne

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

— marché public pluriannuel de services — prestations de régie publicitaire spécialisée pour les sites web (3 ans + 1 an renouvelable),
— le portail d'information de proximité dénommé Vivrelci est un nouveau média, une nouvelle marque, une structure à part entière distincte de la RTBF et des télévisions locales. L'objectif de Vivrelci vise à valoriser tous les contenus d'informations produits par la RTBF et les télévisions locales. Le portail rassemble en un seul lieu et à l'échelle des communes des informations utiles aux citoyens, de l'actualité au sens traditionnel du terme, mais aussi des informations pratiques et des informations de service,
— cette plateforme est un outil supplémentaire de promotion et de valorisation des marques de chacun dans la mesure où la visibilité des partenaires est organisée dans la structure même du site, elle permet de donner une nouvelle vie aux diverses productions. La visibilité du site internet des télévisions locales ainsi que leur production sont assurées dans les pages locales de Vivrelci, notamment par la mise en ligne des derniers journaux des télévisions locales,
— l'association Vivrelci souhaite procéder à la commercialisation via une régie publicitaire de son espace publicitaire sur son site web du même nom, selon les standards actuels et futurs, en mettant en valeur l'aspect local. Elle souhaite dès lors que soit diffusé sur son site internet soit de l'espace publicitaire local selon des techniques de géolocalisation de l'internaute soit de l'espace publicitaire national,
— elle recherche une régie innovante capable de l'accompagner dans le développement de son audience, de sa performance technologique et de sa rentabilité.

II.1.6. CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT: 207 000 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 36 (from the award of the contract)

II.3. Duration of the contract or time limit for completion

Duration in months: 36 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

Voir cahier spécial des charges, article RGE 2.

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

Voir cahier spécial des charges.

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Voir cahier spécial des charges, article 7.1 & 7.2.

III.2.2. Economic and financial ability

List and brief description of conditions: Voir cahier spécial des charges, article 7.3.

III.2.3. Technical and professional ability

List and brief description of conditions:

Voir cahier spécial des charges article 7.3.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. 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: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

TLB-VI/2015/09-F02_0

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Time limit for receipt of requests for documents or for accessing documents: 7.1.2016 - 11:00

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

11.1.2016 - 11:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

French.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

Duration in days: 120 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Date: 11.1.2016 - 11:00

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de première instance de Bruxelles
Postal address: place Poelaert 1
Town: Bruxelles
Postal code: 1000
Country: Belgium
Telephone: +32 25086111

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: Les recours seront conformes aux dispositions de la loi du 17.6.2013 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.

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

2.11.2015