

Norway-Oslo: Advertising and marketing services

OJ S 216/2015 07/11/2015

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Innovasjon Norge (Innovation Norway)

National registration number: 986399445

Postal address: Akersgata 13

Town: Oslo

Postal code: 0158

Country: Norway

For the attention of: Hilke von Hoerschelmann

E-mail: arkiv@innovasjon norge.no

Telephone: +47 22002500

Internet address(es):General address of the contracting authority: <http://www.innovasjon norge.no>Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/1023>Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/136864>**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**

Body governed by public law

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

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Press work Germany for delivery to Innovasjon Norge.

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

Services

Service category No 13: Advertising services

Main site or place of performance: Oslo.

NUTS code NO Norge

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 2

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

Innovasjon Norge in Hamburg, Germany, would like to procure services for the office's press work — primarily for press trips and texts.

Every year the press department invites journalists on individual and group press trips to partner destinations in Norway.

Innovasjon Norge arranges approximately 15 group press trips per annum, which usually last for up to 5 days. Normally a maximum of 8 journalists participate per group press trip.

Innovasjon Norge would like an agency who can arrange these group press trips independently on behalf of Innovasjon Norge. Up to 2/3 of the press trips can be escorted by the agency on behalf of Innovasjon Norge.

Innovasjon Norge also arranges individual press trips. The agency shall also be able to help with the organisation of these as required.

Innovasjon Norge publishes press releases. The agency shall, in cooperation with Innovasjon Norge, carry out research, filter themes and writes press releases. Innovasjon Norge will see to the distribution.

In addition, Innovasjon Norge would like the agency to take over various written assignments as required. This also applies to texts that are not about tourism, but the other sectors that Innovasjon Norge works with in Germany.

We would like a framework agreement with an agency who can provide these services based on our marketing campaigns. The agency shall be able to refer to a high degree of knowledge on how such campaign work functions.

In addition to the above mentioned services for our operative press work, we emphasise that the PR agency has competence within active press work, target orientated placement of themes and stories on Norway in German media in accordance with orders placed by the contracting authority.

II.1.6. CPV code(s)

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: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

This is a framework agreement and it is not possible to estimate a contract value.

II.2.2. Information about options

Options: yes

Description of options: The Contracting Authority shall have an option to prolong the contract for 1 year + 1 year, a maximum 4-year total duration for the agreement.

Provisional timetable for recourse to these options:
in months: 24 (from the award of the contract)

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

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

in months: 24 (from the award of the contract)

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

Start 1.2.2016. Completion 1.2.2018

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

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

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: The tenderer shall have settled conditions regarding:

— tax payment and

— VAT payment;

— Tax Certificate — see <http://www.skatteetaten.no/Om-skatteetaten/Kontakt-oss/E-post/Send-ny-epost/Annet/Bestill-attester-eller-utskrifter/Skatteattest---RF-1244/>

— VAT Certificate — see <http://www.skatteetaten.no/no/Om-skatteetaten/Kontakt-oss/E-post/Send-ny-epost/Annet/Bestill-attester-eller-utskrifter/Skatteattest-for-merverdiavgift/>

Please note that tax certificate and VAT certificate have been changed so that now this is one document.

The certificate must not be more than 6 months old when calculated from the tender deadline. Foreign tenderers must provide certificates from equivalent authorities to the Norwegian authorities.

Tenderers shall be a legally established company:

— Norwegian companies: company Registration Certificate;

— Foreign companies: proof that the company is registered in a trade index or business register as prescribed by the law of the country in which the company is established.

III.2.2. Economic and financial ability

List and brief description of conditions: The tenderer must have the financial capacity to implement the assignment/contract.

— Credit appraisal/rating, not older than 1 year, and which is based on the last known fiscal figures. The rating shall be performed by a publicly approved credit rating agency and it shall not be worse than D&B rating A, or the equivalent.

III.2.3. Technical and professional ability

List and brief description of conditions:

Tenderers shall have experience from a minimum of 3 equivalent PR contracts within tourism during the last 5 years.

Tenderers shall attach a list of the most important relevant tasks over the last 5 years with details of:

- The customer;
- The assignment;
- Describe potential sub-providers and their portion of the assignment and the content of the delivery;
- Total value of the assignment including sub-assignments;
- Time and date of execution;
- Reference with name and telephone number of a contact person at the customer.

References may be contacted if necessary.

Tenderers shall have experience with Norway. Tenderers shall enclose a list of the most important relevant contracts in the last 3 years, including information on the date and recipient (contact person, telephone number and e-mail address). The references will only be contacted if required.

Tenderers shall have very good knowledge of German media. Tenderers shall enclose a list of the most important relevant contracts in the last 2 years that refer to the tenderer's knowledge of German media, including information on the date and recipient (contact person, telephone number and e-mail address). The references will only be contacted if required.

Tenderers shall have a professional ability to write in German. Tenderers shall enclose a list of the most important relevant assignments that have been published in the last 2 years, which refer to the tenderer's writing capabilities, including information on the date and media.

A good and well-functioning quality assurance system is required for the services that shall be provided.

Statement regarding the tenderer's quality assurance system/management system and/or a copy of the system certificate issued by an accredited certification body or equivalent documentation.

Tenderers shall have a conscious environmental policy. The tenderer shall account for the company's environmental policy/environmental work. If the company has implemented an environmental management system, a copy of the system certificate should be attached.

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: yes

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

2015/119487

IV.3.2. Previous publication concerning this procedure

no

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

Payable documents: no

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

18.12.2015 - 12:00

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

Other: Norwegian.

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

until: 29.2.2016

IV.3.8. Conditions for opening of tenders

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

VI.4.2. Review procedure

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

VI.5. Date of dispatch of this notice

4.11.2015