

Spain-Seville: Promotional services
OJ S 174/2018 11/09/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejería de Agricultura, Pesca y Desarrollo Rural, Junta de Andalucía

National registration number: S4111001F

Postal address: C/ Tabladilla, s/n

Town: Sevilla

NUTS code: ES618 Sevilla

Postal code: 41071

Country: Spain

E-mail: contratacion.capder@juntadeandalucia.es

Telephone: +34 955032341

Fax: +34 955032365

Internet address(es):

Main address: www.juntadeandalucia.es/agriculturapescaydesarrollorural

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Other activity: Agricultura, Pesca y Desarrollo Rural

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Campaña de promoción de los productos agroalimentarios y pesqueros andaluces dirigida a los turistas internacionales que visitan Andalucía en el año 2018

Reference number: 31/18 SEAB

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Campaña de promoción de los productos agroalimentarios y pesqueros andaluces dirigida a los turistas internacionales que visitan Andalucía en el año 2018.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Lowest offer: 142 819,83 EUR / Highest offer: 202 275,00 EUR taken into consideration

II.2. Description

II.2.1. Title

Plan de comunicación y acciones experienciales en hoteles

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES España

NUTS code: ES617 Málaga

II.2.4. Description of the procurement

Campaña de promoción de los productos agroalimentarios y pesqueros andaluces dirigida a los turistas internacionales que visitan Andalucía en el año 2018.

II.2.5. Award criteria

Price

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

Espacios publicitarios del Aeropuerto de Málaga

Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES España

NUTS code: ES617 Málaga

II.2.4. Description of the procurement

Campaña de promoción de los productos agroalimentarios y pesqueros andaluces dirigida a los turistas internacionales que visitan Andalucía en el año 2018.

II.2.5. Award criteria

Price

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: [2018/S 046-101164](#)

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

Contract No: 31/18 SEAB

Lot No: 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/07/2018

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

V.2.3. Name and address of the contractor

Official name: Family Agencia

National registration number: B911733824

Town: Sevilla

NUTS code: ES618 Sevilla

Country: Spain

The contractor is an SME: no

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

Lowest offer: 184 094,30 EUR / Highest offer: 202 275,00 EUR taken into consideration

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 Administrativo de Recursos Contractuales de la Junta de Andalucía

Postal address: C/ Barcelona, 4-6

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 671530856

Fax: +34 955515041

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Consejería de Agricultura, Pesca y Desarrollo Rural

Postal address: C/ Tabladilla, s/n

Town: Sevilla

Postal code: 41071

Country: Spain

E-mail: contratacion.capder@juntadeandalucia.es

Telephone: +34 955032341

Fax: +34 955032365

VI.5. Date of dispatch of this notice

07/09/2018