

**Belgium-Brussels: Advertising and marketing services**

OJ S 170/2020 02/09/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Departement Kanselarij en Bestuur

National registration number: 0316.380.841\_16651

Postal address: Herman Teirlinckgebouw, Havenlaan 88, bus 20

Town: Brussel

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: [brigitte.rombaut@vlaanderen.be](mailto:brigitte.rombaut@vlaanderen.be)

Telephone: +32 499593828

**Internet address(es):**Main address: <http://www.vlaanderen.be>Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=385097>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=385097>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=DKB-DKB%2FC%2FBR%2F2020%2F08-F02>**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**

Planning en aankoop van mediaruimte voor diensten van en verbonden aan de Vlaamse overheid

Reference number: DKB-DKB/C/BR/2020/08-F02\_0

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

De Vlaamse overheid, departement Kanselarij en Bestuur of zijn rechtsopvolger (DKB), zoekt voor deze overheidsopdracht een externe partner die haar in het kader van een raamovereenkomst kan bijstaan bij het bepalen van de meest geschikte mediastrategie en de planning en de aankoop van mediaruimte voor diensten van of verbonden aan de Vlaamse overheid.

### **II.1.5. Estimated total value**

Value excluding VAT: 54 000 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: BE Belgique / België

### **II.2.4. Description of the procurement**

Plaatsing verloopt via de mededingingsprocedure met voorafgaande bekendmaking.

### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Een maal verlengbaar met 24 maanden (zie selectieleidraad).

### **II.2.9. Information about the limits on the number of candidates to be invited**

Envisaged minimum number: 3

### **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:

Zie selectieleidraad III.4)

### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **Section IV: Procedure**

---

### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

#### **IV.1.5. Information about negotiation**

#### **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: 29/09/2020 Local time: 10:30

#### **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**

Dutch

## **Section VI: Complementary information**

---

### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

De selectieleidraad en de bijhorende documenten zijn mee opgeladen bij de bekendmaking.

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

**VI.5. Date of dispatch of this notice**

28/08/2020