

Spain-Valladolid: Promotional services

OJ S 145/2022 29/07/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Instituto Tecnológico Agrario de Castilla y León

National registration number: Q4700613E

Postal address: Carretera de Burgos-Portugal, Km 119, finca Zamadueñas

Town: Valladolid

NUTS code: ES418 Valladolid

Postal code: 47071

Country: Spain

Contact person: Instituto Tecnológico Agrario de Castilla y León

E-mail: contratacion@itacyl.es

Telephone: +34 983412034

Fax: +34 983412040

Internet address(es):

Main address: <http://www.itacyl.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=AZ%2BADGs2IHQ%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=Gafs7I%2FSaBMSugstABGr5A%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=AZ%](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=AZ%2BADGs2IHQ%3D)

[2BADGs2IHQ%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=AZ%2BADGs2IHQ%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

Programación, diseño y ejecución de actividades de promoción de los alimentos autorizados en el uso de la Marca de Garantía «Tierra de Sabor» en centros de distribución comercial situados en las CCAA de Castilla y León y Madrid.

Reference number: A2022/011287

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Programación, diseño y ejecución de actividades de promoción de los alimentos autorizados en el uso de la Marca de Garantía «Tierra de Sabor» en centros de distribución comercial situados en las CCAA de Castilla y León y Madrid.

II.1.5. Estimated total value

Value excluding VAT: 183 800,00 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: ES41 Castilla y León

Main site or place of performance: En centros de distribución comercial ubicados en las Comunidades Autónomas de Castilla y León y Madrid.. .

II.2.4. Description of the procurement

Programación, diseño y ejecución de actividades de promoción de los alimentos autorizados en el uso de la Marca de Garantía «Tierra de Sabor» en centros de distribución comercial situados en las CCAA de Castilla y León y Madrid.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Calidad de la propuesta de decoración y señalización de los espacios promocionales en tienda / Weighting: 10

Quality criterion - Name: Calidad de la propuesta de folleto promocional / Weighting: 10

Cost criterion - Name: Incremento de la superficie de venta de la promoción / Weighting: 10

Cost criterion - Name: Incremento de la tirada y distribución del folleto promocional / Weighting : 5

Cost criterion - Name: Incremento del número de tiendas participantes en la actuación promocional / Weighting: 10

Cost criterion - Name: Incremento en el número de referencias que participarán en la actuación promocional / Weighting: 15

Cost criterion - Name: Precio / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 183 800,00 EUR

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

Duration in days: 14

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

Para las empresas extranjeras, declaración de sometimiento a la legislación española.

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

List and brief description of selection criteria:

- Trabajos realizados

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Eliminar desigualdades entre el hombre y la mujer. Descripción: Eliminar las desigualdades entre el hombre y la mujer en el mercado laboral

Consideraciones de tipo social. Descripción: Incorpora cláusulas sociales

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: 24/08/2022 Local time: 19:00

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

Spanish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 25/08/2022 Local time: 09:30

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: TRIBUNAL ADMINISTRATIVA DE RECURSOS CONTRACTUALES DE CASTILLA Y LEÓN

Postal address: Pza. de la Catedral N° 5

Town: Zamora

Postal code: 49001

Country: Spain

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

Official name: INSTITUTO TECNOLÓGICO AGRARIO DE CASTILLA Y LEÓN

Postal address: Ctra. Burgos Km 119

Town: Valladolid

Postal code: 47071

Country: Spain

VI.5. Date of dispatch of this notice

25/07/2022