

## 413925-2026 - Competition

### Spain – Data-processing services – (2026OB0013) SERVICIO DE IMPLANTACIÓN Y DESARROLLO DE UN PORTAL DE CLIENTE Y CRM MEDIANTE TECNOLOGÍA SALESFORCE

OJ S 115/2026 17/06/2026

Contract or concession notice – standard regime

Services

## 1. Buyer

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### 1.1. Buyer

Official name: Mercados de Abastecimientos de Barcelona, S.A

Email: [contractacio@mercabarna.cat](mailto:contractacio@mercabarna.cat)

Legal type of the buyer: Public undertaking, controlled by a local authority

Activity of the contracting authority: General public services

## 2. Procedure

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### 2.1. Procedure

Title: (2026OB0013) SERVICIO DE IMPLANTACIÓN Y DESARROLLO DE UN PORTAL DE CLIENTE Y CRM MEDIANTE TECNOLOGÍA SALESFORCE

Description: El objeto del presente contrato es la prestación del servicio de implantación y desarrollo de un portal de cliente y un CRM mediante tecnología Salesforce, incorporando medidas de contratación pública sostenible.

Procedure identifier: 1fd7e6c4-bbba-486a-9ec4-7c458062609d

Type of procedure: Open

The procedure is accelerated: no

#### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72310000 Data-processing services

#### 2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: Barcelona

#### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

#### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

## 5. Lot

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### 5.1. Lot: LOT-0000

Title: (2026OB0013) SERVICIO DE IMPLANTACIÓN Y DESARROLLO DE UN PORTAL DE CLIENTE Y CRM MEDIANTE TECNOLOGÍA SALESFORCE

Description: El objeto del presente contrato es la prestación del servicio de implantación y desarrollo de un portal de cliente y un CRM mediante tecnología Salesforce, incorporando medidas de contratación pública sostenible.

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 72310000 Data-processing services

**5.1.2. Place of performance**

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: Barcelona

**5.1.3. Estimated duration**

Duration: 3 Years

**5.1.6. General information**

**Reserved participation:**

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

**5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

**5.1.11. Procurement documents**

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfils-contractant/detall/16191149>

**5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Allowed

Address for submission: <https://contractaciopublica.cat/ca/perfils-contractant/detall/16191149>

Languages in which tenders or requests to participate may be submitted: Catalan, Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 17/07/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 9 Months

**Terms of contract:**

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

**5.1.15. Techniques**

**Framework agreement:**

No framework agreement

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Review organisation: Tribunal Català de Contractes del Sector Públic

## 8. Organisations

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### 8.1. ORG-0001

Official name: Mercados de Abastecimientos de Barcelona, S.A

Registration number: 16191149

Postal address: Major de Mercabarna, Centre Directiu

Town: No consta

Postcode: 08040

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: [contractacio@mercabarna.cat](mailto:contractacio@mercabarna.cat)

Telephone: 935563512

Internet address: <http://www.mercabarna.es/perfil-del-contractant/>

#### **Roles of this organisation:**

Buyer

### 8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: 999999999

Postal address: del Foc

Town: No consta

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: [tccsp@gencat.cat](mailto:tccsp@gencat.cat)

Telephone: 933162000

Internet address: <https://contractacio.gencat.cat/ca/contacte/tccsp/>

#### **Roles of this organisation:**

Review organisation

## Notice information

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