

Spain-Valencia: Marketing services

OJ S 227/2016 24/11/2016

Contract notice

Services

Directive 2004/18/EC

## Section I: Contracting authority

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### I.1. Name and addresses

Official name: Agència Valenciana del Turisme

Postal address: Castan Tobeñas, 77, Ciudad Administrativa 9 d'Octubre, torre II, planta 3ª

Town: Valencia

Postal code: 46018

Country: Spain

Contact person: Sección de Contratación

E-mail: [contratacion\\_turisme@gva.es](mailto:contratacion_turisme@gva.es)

Telephone: +34 961209800

Fax: +34 961209937

#### Internet address(es):

General address of the contracting authority: [www.contratacion.gva.es](http://www.contratacion.gva.es)

#### 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

Other: turismo

### 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

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### II.1. Description

#### II.1.1. Title attributed to the contract by the contracting authority

Diagnóstico y revisión de convivencia de las marcas turísticas de la Comunitat Valenciana.

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

Services

NUTS code

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

The notice involves a public contract

#### II.1.4. Information about framework agreement

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

Diagnóstico y revisión de convivencia de las marcas turísticas de la Comunitat Valenciana.

**II.1.6. CPV code(s)**

79342000 Marketing services, 79413000 Marketing management consultancy 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**

400 000 EUR IVA excluido.

Estimated value excluding VAT: 400 000 EUR

**II.2.2. Information about options**

Options: no

**II.2.3. Information about renewals**

This contract is subject to renewal: no

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

Duration in months: 6 (from the award of the contract)

**Section III: Legal, economic, financial and technical information**

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**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

Garantía provisional: no se exige.

Garantía definitiva: 5 % del importe de la adjudicación del contrato.

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

Con cargo al Presupuesto de la Agència Valenciana del Turisme para la anualidad 2017, condicionado a la existencia de consignación adecuada y suficiente en el mismo.

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

De acuerdo con lo establecido en el artículo 59 del TRLCSP sobre las U.T.E.

**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**

**III.2.2. Economic and financial ability**

List and brief description of conditions: Ver apartado H del Anexo I del pliego de cláusulas administrativas particulares.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

Ver apartado H del Anexo I del pliego de cláusulas administrativas particulares.

### **III.2.4. Information about reserved contracts**

### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

#### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

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### **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 Criteria below

1. Oferta económica. Weighting 60

2. Tamaño de la muestra para la investigación del «Proceso de Adopción de Marca». Weighting 5

3. Número de mercados para la investigación del «Proceso de Adopción de Marca». Weighting 5

4. Enfoque propuesto para la exploración y análisis del sistema de marcas de la Comunitat Valenciana. Weighting 5

5. Enfoque propuesto para abordar la consultoría de mediación y diagnóstico de la marca. Weighting 10

6. Metodología propuesta para la formulación de nueva dirección estratégica de la Marca Comunitat Valenciana. Weighting 5

7. Metodología propuesta para la planificación de la estrategia. Weighting 5

8. Metodología propuesta para el desarrollo de la programación de la implementación. Weighting 5

#### **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**

22/16

#### **IV.3.2. Previous publication concerning this procedure**

no

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

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

5.1.2017 - 14:00

**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**

Spanish.

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

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

**IV.3.8. Conditions for opening of tenders**

Date: 16.1.2017 - 12:00

Place:

Agència Valenciana del Turisme (Castan Tobeñas 77, planta 3ª, Torre II, Valencia).

Persons authorised to be present at the opening of tenders: yes

Information about authorised persons and opening procedure: Apertura pública.

**Section VI: Complementary information**

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**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**

Official name: Agència Valenciana del Turisme

Postal address: Castan Tobeñas, 77, Torre II

Town: Valencia

Postal code: 46018

Country: Spain

Telephone: +34 1209800

Fax: +34 1209801

**VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: El recurso especial en materia de contratación, regulado y previsto en los artículos 40 y siguientes del TRLCSP (Real Decreto Legislativo 3/2011, de 14 de noviembre), que será el aplicable contra el tipo de actos especificados en el apartado 2 del artículo 40, adoptadas en un procedimiento como el presente de adjudicación de un contrato sujeto a regulación armonizada, sin que proceda la interposición de los recursos administrativos ordinarios contra los mismos, y sin perjuicio de la posibilidad de formular, al tiempo de presentarse dicho recurso especial, o de forma

independiente, con anterioridad a su interposición, la solicitud de adopción de medidas provisionales prevista en el artículo 43 del TRLCSP. El citado recurso podrá interponerse ante el Tribunal Administrativo Central de Recursos Contractuales, que será el competente para su resolución, en la dirección <http://tribunalcontratos.gob.es>

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

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

21.11.2016