

Belgium-Brussels: Advertising and marketing 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: VZW Vlaams Centrum voor Agro- en Visserijmarketing

National registration number: 0454.423.323_16726

Postal address: Ellipsgebouw - Koning Albert II-laan 35 bus 50

Town: Brussel

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

Postal code: 1030

Country: Belgium

Contact person: Frederik Kempinck

E-mail: frederik.kempinck@vlam.be**Internet address(es):**Main address: <http://www.vlam.be>Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=453544>**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=453544>

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=VLAM-VLAM%2F2022%2F10-F02>**I.4. Type of the contracting authority**

Other type: Extern Verzelfstandigd Agentschap

I.5. Main activity

Other activity: Marketing

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Groen van bij Ons 2023-2026

Reference number: VLAM-VLAM/2022/10-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

Ontwikkelen en uitvoeren van een communicatiestrategie en 2 communicatieplannen voor de generieke campagne rond kamerplanten en snijbloemen én buitenplanten.

II.1.5. Estimated total value

Value excluding VAT: 727 272,72 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

Ontwikkelen en uitvoeren van een communicatiestrategie en 2 communicatieplannen voor de generieke campagne rond kamerplanten en snijbloemen én buitenplanten. Het totale budget van de campagne bedraagt 454545,46 euro excl. btw per jaar, waarvan 60% mediabudget. De media-aankopen vallen buiten de opdracht en gebeuren via het raamcontract van VLAM. Het jaarbudget excl. btw voor het bureau bedraagt dus 181818,18, het totaalbudget excl. btw voor het bureau bedraagt 727272,72 euro.

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

Value excluding VAT: 727 272,72 EUR

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

Duration in months: 48

This contract is subject to renewal: no

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

Maximum number: 4 Objective criteria for choosing the limited number of candidates:

De selectie gebeurt op basis van de referenties, de ervaring en de motivatiebrief. Voor de motivatiebrief zijn visie en uitgangspunten belangrijk in de beoordeling.

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.1.3. Technical and professional ability

List and brief description of selection criteria:

De kandidaat dient 3 recente (afgelopen 3 jaar) en relevante opdrachten succesvol te hebben uitgevoerd, deze referenties worden opgegeven bij de kandidatuur.

Minimum level(s) of standards possibly required:

De kandidaat dient 3 recente (afgelopen 3 jaar) en relevante opdrachten succesvol te hebben uitgevoerd, deze referenties worden opgegeven bij de kandidatuur.

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Restricted 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: 09/09/2022 Local time: 10:00

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

Dutch

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nederlandstalige Ondernemingsrechtbank Brussel

Postal address: Waterloolaan 70

Town: Brussel

Postal code: 1000

Country: Belgium

VI.4.2. Body responsible for mediation procedures

Official name: VLAM

Postal address: Koning Albert II-laan 35 bus 50

Town: Brussel

Postal code: 1030

Country: Belgium

E-mail: frederik.kempinck@vlam.be

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

Official name: VLAM

Postal address: Koning Albert II-laan 35 bus 50

Town: Brussel

Postal code: 1030

Country: Belgium

E-mail: frederik.kempinck@vlam.be

VI.5. Date of dispatch of this notice

26/07/2022