

France-Fort-de-France: World wide web (www) site design services

OJ S 145/2022 29/07/2022

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: comité Martiniquais du Tourisme

Postal address: tour Lumina - pointe Simon - bP 7124

Town: Fort-de-France Cedex

NUTS code: FRY2 Martinique

Postal code: 97276

Country: France

E-mail: robert.conrad@martiniquetourisme.com

Telephone: +33 0596616177

Internet address(es):Main address: <http://www.martinique.org>Address of the buyer profile: <https://martiniquetourisme.e-marchespublics.com>**I.4. Type of the contracting authority**

Regional or local agency/office

I.5. Main activity

Other activity: Tourisme

Section II: Object

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

réalisation du HUB digital de la destination Martinique

Reference number: 21/06-013/REALHUBDIGITALMQUE

II.1.2. Main CPV code

72413000 World wide web (www) site design services - JA10

II.1.3. Type of contract

Services

II.1.4. Short description

sélectionner un prestataire pour la réalisation du HUB digital de la destination Martinique pour le compte du Comité Martiniquais du Tourisme

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 281 106,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72400000 Internet services

II.2.3. Place of performance

NUTS code: FRY2 Martinique

NUTS code: FR France

II.2.4. Description of the procurement

sélectionner un prestataire pour la réalisation du HUB digital de la destination Martinique du Comité Martiniquais du Tourisme

II.2.5. Award criteria

Cost criterion - Name: Qualité et pertinence de la proposition et méthodologie ie / Weighting: 50

Cost criterion - Name: Expertise sur des plateformes de contenus, e-réservation, CRM, internationalisation / Weighting: 10

Cost criterion - Name: Prise en compte de l'innovation / Weighting: 20

Cost criterion - Name: Prix / Weighting: 10

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 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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 123-326280](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 21/06-013

Title:

realisation du hub digital de la destination martinique

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/07/2022

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Imwr

Postal address: 4, rue Dobrée

Town: Nantes

NUTS code: FR France

Postal code: 44100

Country: France

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 279 700,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Fort de France

Postal address: 12 rue du Citronnier - plateau Fofu

Town: Schoelcher

Postal code: 97271

Country: France

E-mail: greffe.ta-fort-de-france@juradm.fr

Telephone: +33 0596716667

VI.5. Date of dispatch of this notice

26/07/2022