

Sweden-Gothenburg: Advertising and marketing services
OJ S 158/2021 17/08/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Turistrådet Västsverige AB
National registration number: 556459-4538
Postal address: Regionens Hus
Town: GÖTEBORG
NUTS code: SE232 Västra Götalands län
Postal code: 405 44
Country: Sweden
Contact person: Marie Linde
E-mail: marie.linde@vastsverige.com
Telephone: +46 702688307
Internet address(es):
Main address: <http://www.vastsverige.com>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Konsulttjänster inom marknadskommunikation utanför Norden
Reference number: 21/95

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Turistrådet Västsverige AB inbjuder er att lämna anbud på konsulttjänster inom marknadskommunikation utanför Norden, i huvudsak riktad mot Tyskland, Storbritannien, Nederländerna och Frankrike.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 10 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE Sverige

NUTS code: DE Deutschland

NUTS code: UK United Kingdom

NUTS code: FR France

NUTS code: NL Nederland

Main site or place of performance: Sverige, Tyskland, Storbritannien, Nederländerna, Frankrike

II.2.4. Description of the procurement

Turistrådet Västsverige AB inbjuder er att lämna anbud på konsulttjänster inom marknadskommunikation utanför Norden, i huvudsak riktad mot Tyskland, Storbritannien, Nederländerna och Frankrike.

II.2.5. Award criteria

Quality criterion - Name: Teknisk och yrkesmässig kapacitet / Weighting: 70%

Price - Weighting: 30%

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

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 079-202154](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/05/2021

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: V.S. VisitSweden AB

National registration number: 556500-7621

Postal address: Box 3030

Town: STOCKHOLM

NUTS code: SE232 Västra Götalands län

Postal code: 10361

Country: Sweden

E-mail: anbud@visitsweden.com

Internet address: <http://www.visitsweden.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 10 000 000,00 SEK

Total value of the contract/lot: 10 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Mercell annons: <https://opic.com/id/afszuuniki>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Göteborg

Town: Göteborg

Country: Sweden

VI.5. Date of dispatch of this notice

12/08/2021