

Spain-Valencia: Advertising and marketing services

OJ S 234/2016 03/12/2016

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Agència Valenciana del Turisme

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

Town: Valencia

Postal code: 46018

Country: Spain

Contact person: Sección de Contratación

E-mail: contratacion_turisme@gva.es

Telephone: +34 961209800

Fax: +34 961209937

Internet address(es):General address of the contracting authority: 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

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Definición y desarrollo de una estrategia de marketing online de la Comunitat Valenciana 2016-2017.

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)

Definición y desarrollo de una estrategia de marketing online de la Comunitat Valenciana 2016-2017.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising 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

2 931 435 EUR IVA excluido.

Estimated value excluding VAT: 2 931 435 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 1

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 12 (from the award of the contract)

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

Duration in months: 15 (from the award of the contract)

Section III: Legal, economic, financial and technical information

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 las anualidades 2017 y 2018, 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 UTE.

III.1.4. Contract performance conditions

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

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. Precio. Weighting 60
2. Marketing de contenidos. Weighting 19
3. Publicidad online. Weighting 21

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

20/16

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

9.1.2017 - 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: 19.1.2017 - 12:30

Place:

Agència Valenciana del Turisme (Castán 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

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: Castán 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](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

30.11.2016