

**Sweden-Malmö: Advertising and marketing services**

OJ S 135/2023 17/07/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Visit Skåne AB

National registration number: 556747-5198

Postal address: Business Region Skåne AB

Town: MALMÖ

NUTS code: SE2 Södra Sverige

Postal code: 20525

Country: Sweden

Contact person: Emma Laakkonen

E-mail: [emma.laakkonen@b3.se](mailto:emma.laakkonen@b3.se)**Internet address(es):**Main address: <https://visitskane.com/sv>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afzqyelgrr&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afzqyelgrr&GoTo=Tender>**I.4. Type of the contracting authority**

Regional or local agency/office

**I.5. Main activity**

General public services

**Section II: Object**

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

Kreativ PR- och konceptbyrå för internationell marknadsföring av Skåne som besöksdestination

Reference number: 2023-VIS000108

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Visit Skåne AB inbjuder till anbudslämning i upphandlingen av kreativ PR- och konceptbyrå för internationell marknadsföring av Skåne som besöksdestination.

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79413000 Marketing management consultancy services

#### **II.2.3. Place of performance**

NUTS code: SE Sverige

#### **II.2.4. Description of the procurement**

Visit Skåne AB inbjuder till anbudslämning i upphandlingen av kreativ PR- och konceptbyrå för internationell marknadsföring av Skåne som besöksdestination.

#### **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**

#### **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.2.10. 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 IV: Procedure**

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#### **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: yes

#### **IV.2. Administrative information**

**IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 15/08/2023 Local time: 23:59

**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**

Swedish

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 08/01/2024

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information**

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

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

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

12/07/2023