

Belgium-Brussels: Advertising and marketing services

OJ S 179/2020 15/09/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Departement Kanselarij en Bestuur

National registration number: 0316.380.841_16651

Postal address: Havenlaan 88, bus 20

Town: Brussel

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

Postal code: 1000

Country: Belgium

E-mail: brigitte.rombaut@vlaanderen.be

Telephone: +32 499593828

Internet address(es):Main address: <http://www.vlaanderen.be>Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=386229>**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=386229>

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=DKB-DKB%2FC%2FBR%2F2020%2F10-F02>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

Planning en aankoop van mediaruimte voor diensten van en verbonden aan de Vlaamse overheid

Reference number: DKB-DKB/C/BR/2020/10-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

De Vlaamse overheid, departement Kanselarij en Bestuur of zijn rechtsopvolger (DKB), zoekt voor deze overheidsopdracht een externe partner die haar in het kader van een raamovereenkomst kan bijstaan bij het bepalen van de meest geschikte mediastrategie en de planning en de aankoop van mediaruimte voor diensten van of verbonden aan de Vlaamse overheid.

II.1.5. Estimated total value

Value excluding VAT: 54 000 000,00 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

Plaatsing verloopt via de mededingingsprocedure met voorafgaande bekendmaking.

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: 24

This contract is subject to renewal: yes

Description of renewals:

Een maal verlengbaar met 24 maanden (zie selectieleidraad).

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

Envisaged minimum number: 3

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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Zie selectieleidraad III.4)

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.5. Information about negotiation

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: 12/10/2020 Local time: 10:30

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.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Raad van State

Postal address: Wetenschapsstraat 33

Town: Brussel

Postal code: 1040

Country: Belgium

VI.5.

Date of dispatch of this notice

10/09/2020