

**Estonia-Tallinn: Advertising and marketing services**

OJ S 184/2021 22/09/2021

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Ettevõtluse Arendamise Sihtasutus

National registration number: 90006006

Postal address: Lasnamäe tn 2

Town: Tallinn

NUTS code: EE Eesti

Postal code: 11412

Country: Estonia

Contact person: ANNIKE VALLAU

E-mail: [eas@eas.ee](mailto:eas@eas.ee)

Telephone: +372 58817024

**Internet address(es):**Main address: <http://www.eas.ee>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://riigihanked.riik.ee/rhr-web/#/procurement/3548436/general-info>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://riigihanked.riik.ee/rhr-web/#/procurement/3548436/tenders>

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

General public services

**Section II: Object**

---

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

Eesti turismi edendusteenus 2022-2023

Reference number: 240057

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

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

Müügiedenduse ja äriturunduse tegevuste elluviimine ning ärikliendile ja lõpptarbijale suunatud kommunikatsiooni tegevuste elluviimine sihtturgudel. Täpsemalt riigihanke alusdokumentides.

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

Value excluding VAT: 2 800 000,00 EUR

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

This contract is divided into lots: yes  
Tenders may be submitted for all lots

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

#### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Ühendkuningriigis  
Lot No: 1

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti  
NUTS code: UK United Kingdom  
Main site or place of performance: Ühendkuningriik

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

Detailsem teave RHAD lisa 1.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCd (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25  
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:  
yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

## **II.2.14. Additional information**

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

#### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Ameerika Ühendriikides

Lot No: 2

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

Main site or place of performance: Ameerika Ühendriikides

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

Detailsem teave RHAD lisa 1.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCD (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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:  
yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

## **II.2.14. Additional information**

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

#### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Rootsisis

Lot No: 3

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: SE Sverige

Main site or place of performance: Rootsi

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

Detailsem teave RHAD lisa 1.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reiskorraldajad (tour operators) ja / või DMCd (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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:  
yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

#### **II.2.14. Additional information**

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

###### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Norras

Lot No: 4

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: NO Norge

Main site or place of performance: Norras

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

Detailsem teave RHAD lisa 1.

###### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCd (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

###### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

## **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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:  
yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

## **II.2.14. Additional information**

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

#### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Austrias

Lot No: 5

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: AT Österreich

Main site or place of performance: Austrias

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

Detailsem teave RHAD lisa 1.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCd (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6.**

## **Estimated value**

Value excluding VAT: 2 800 000,00 EUR

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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:  
yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

### **II.2.14. Additional information**

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

##### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Šveitsis

Lot No: 6

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

Main site or place of performance: Šveitsis

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

Detailsem teave RHAD lisa 1.

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCd (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

## **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

## **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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:  
yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

## **II.2.14. Additional information**

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

#### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Belgias

Lot No: 7

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: BE Belgique / België

Main site or place of performance: Belgias

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

Detailsem teave RHAD lisa 1.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCD (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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: yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

#### **II.2.14. Additional information**

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

##### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Hollandis

Lot No: 8

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: NL Nederland

Main site or place of performance: Hollandis

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

Detailsem teave RHAD lisa 1.

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCd (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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:  
yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

#### **II.2.14. Additional information**

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

#### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Hispaanias

Lot No: 9

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: ES España

Main site or place of performance: Hispaanias

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

Detailsem teave RHAD lisa 1.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCd (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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: yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

#### **II.2.14. Additional information**

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

##### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Prantsusmaal

Lot No: 10

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: FR France

Main site or place of performance: Prantsusmaal

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

Detailsem teave RHAD lisa 1.

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCd (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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: yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

#### **II.2.14. Additional information**

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

##### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Itaalias

Lot No: 11

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: IT Italia

Main site or place of performance: Itaalias

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

Detailsem teave RHAD lisa 1.

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCD (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiarendamise kogemus / Weighting: 5.0  
Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiarendamise ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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: yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

#### **II.2.14. Additional information**

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

##### **II.2.1. Title**

Eesti turismi edendusteenuse osutamine Saksamaal

Lot No: 12

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

79340000 Advertising and marketing services, 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000 Miscellaneous business and business-related services

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

NUTS code: EE Eesti

NUTS code: DE Deutschland

Main site or place of performance: Saksamaal

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

Detailsem teave RHAD lisa 1.

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Pakkuja kliendibaasi kuuluvate sihtturu klientide (hulgimüüjad (wholesalers), reisikorraldajad (tour operators) ja / või DMCD (Destination Management Companies)) arv / Weighting: 50.0

Quality criterion - Name: B2B kliendisuhete juhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte/-asutuse/riigi/riigi sihtkoha müügiedendamise kogemus / Weighting: 5.0

Quality criterion - Name: Kommunikatsioonijuhi Eesti, Läti, Leedu, Soome, Rootsi, Taani ja/või Norra turismiettevõtte / -asutuse / riigi / riigi sihtkoha kommunikatsioonitegevuste elluviimise kogemus sihtturul / Weighting: 5.0

Cost criterion - Name: Strateegiliste tegevuste tunnihind / Hourly rate of strategic activities / Weighting: 10.0

Cost criterion - Name: B2B müügiedenduse ja äriturunduse tegevuste tunnihind / Hourly rate of B2B sales promotion and business marketing activities / Weighting: 15.0

Cost criterion - Name: Kommunikatsioonitegevuste tunnihind / Hourly rate of communication activities / Weighting: 15.0

#### **II.2.6. Estimated value**

Value excluding VAT: 2 800 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 25

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: yes

Identification of the project: Euroopa Liidu Euroopa Regionaalarengu Fond

#### **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**

The procurement involves the establishment of a framework agreement  
Framework agreement with a single operator

##### **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: 20/10/2021 Local time: 10:00

**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**  
Estonian, English

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**  
Duration in months: 6 (from the date stated for receipt of tender)

**IV.2.7. Conditions for opening of tenders**  
Date: 20/10/2021 Local time: 11:00

## **Section VI: Complementary information**

---

**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Riigihangete vaidlustuskomisjon

Postal address: Endla 13/Lökke 5

Town: Tallinn

Postal code: 10122

Country: Estonia

E-mail: [vako@fin.ee](mailto:vako@fin.ee)

Telephone: +372 6113713

Internet address: <http://www.fin.ee/riigihangete-poliitika>

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

17/09/2021