

**Norway-Tromsø: Translation services**  
**OJ S 170/2022 05/09/2022**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Norges Sjømatråd  
National registration number: 988 597 627  
Postal address: Stortorget 1  
Town: Tromsø  
NUTS code: NO074 Troms og Finnmark  
Postal code: 9008  
Country: Norway  
Contact person: Tom Meland  
E-mail: [tom.meland@seafood.no](mailto:tom.meland@seafood.no)  
**Internet address(es):**  
Main address: <http://www.seafood.no>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.no/doc.aspx?Uniqueld=afafbkjwza&GoTo=Docs>  
Additional information can be obtained from the abovementioned address  
Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?Uniqueld=afafbkjwza&GoTo=Tender>

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

Body governed by public law

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Translation and adaptation services of marketing material  
Reference number: 22/1

**II.1.2. Main CPV code**

79530000 Translation services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The adaptation agency we are looking for must have an integrated approach and work not only with translation, but also with transcription/editing, and copywriting, and will be expected to deliver tailor-made marketing material in accordance with specifications to media agencies around the world.

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

Value excluding VAT: 20 000 000,00 NOK

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

This contract is divided into lots: no

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

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

92312211 Writing agency services

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

NUTS code: NO074 Troms og Finnmark

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

The adaptation agency we are looking for must have an integrated approach and work not only with translation, but also with transcription/editing, and copywriting, and will be expected to deliver tailor-made marketing material in accordance with specifications to media agencies around the world.

Our new agency must cooperate with our head office in Tromsø, our market directors out in the markets, our creative agency, and media agencies around the world. Design competence is essential, and it is necessary to have a full understanding and be able to work in accordance with the brand platform 'Seafood from Norway', design guidelines, and a creative framework. Norges sjømatråd holds more than 80 marketing campaigns in 27 countries each year on behalf of Norwegian seafood exporters, which cover a broad spectrum of Norwegian seafood species. Our adaptation agency must therefore be flexible with short delivery times, as this will play an important role in order to ensure that all campaigns have the correct marketing material in time.

#### **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**

Value excluding VAT: 20 000 000,00 NOK

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

Start: 01/01/2023 End: 31/12/2025

This contract is subject to renewal: yes

Description of renewals:

2 extension(s), each for 12 months

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

Envisaged number of candidates: 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 IV: Procedure

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### 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

#### 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: yes

### IV.2. Administrative information

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

Date: 10/10/2022 Local time: 12:00

#### IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 14/10/2022

#### IV.2.4. Languages in which tenders or requests to participate may be submitted

English, Norwegian

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

Tender must be valid until: 28/02/2023

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

Mercell notice: <https://opic.com/id/afafbkjwza>.

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Nord-Troms tingrett  
Town: Fredrik Nansens plass 17  
Postal code: 9008  
Country: Norway

### VI.5.

**Date of dispatch of this notice**

31/08/2022