

484019-2026 - Competition

France – Business development consultancy services – Agence en développement et marketing B2B sur les marchés Européens

OJ S 133/2026 14/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comité Régional du Tourisme

Email: appelsdoffres@reunion.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Agence en développement et marketing B2B sur les marchés Européens

Description: Marché pour la sélection d'un prestataire qui aura pour objectif le développement et marketing B2B sur les marchés européens de la destination REUNION

Procedure identifier: 863242a1-73b4-4fef-a5ed-8c7ba9785238

Internal identifier: 26DMC0304

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79411100 Business development consultancy services

Additional classification (cpv): 79310000 Market research services

2.1.3. Value

Estimated value excluding VAT: 200 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Agence en développement et marketing B2B sur les marchés Européens

Description: Marché pour la sélection d'un prestataire qui aura pour objectif le développement et marketing B2B sur les marchés européens de la destination REUNION

Internal identifier: S-PA-1849775

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79411100 Business development consultancy services

Additional classification (cpv): 79310000 Market research services

5.1.3. Estimated duration

Start date: 01/09/2026

Duration: 24 Months

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Le marché est conclu pour une durée initiale de 12 mois à compter de sa notification. Il peut être reconduit expressément 1 fois pour une durée de 12 mois. Ce délai n'est pas représentatif du délai d'exécution

5.1.5. Value

Estimated value excluding VAT: 200 000,00 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Approach to reducing environmental impacts: Other

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1849775>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1849775>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 31/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 31/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: siège

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required
Electronic ordering will be used: no
Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Saint-Denis

Information about review deadlines: Cf. le Greffe du Tribunal Administratif à l'adresse ci-dessus

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: FDD5267B-C751-7352-A76751AD6FCBD733

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: Comité Régional du Tourisme

Registration number: 14430

Postal address: Ile de La Réunion Tourisme Immeuble la Balance - Bâtiment B, 4 rue Jules Thirel

Town: Saint-Paul

Postcode: 97864

Country subdivision (NUTS): La Réunion (FRY40)

Country: France

Contact point: LEBRETON Patrick

Email: appelsdoffres@reunion.fr

Telephone: 0810160000

Fax: 0262210021

Internet address: <http://www.reunion.fr>

Buyer profile: <https://pro.reunion.fr/irt/marches-publics>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Tribunal administratif de Saint-Denis

Registration number: FDD5269C-BCAF-8071-F3E11F3C5ED30AAF

Postal address: 27 rue Félix Guyon

Town: Saint-Denis de la Réunion
Postcode: 97488
Country subdivision (NUTS): La Réunion (FRY40)
Country: France
Email: greffe.ta-saint-denis@juradm.fr
Telephone: 0262924361
Fax: 0262924362
Roles of this organisation:
Review organisation

Notice information

Notice identifier/version: e0300268-08cf-4b68-a9ae-ae8694b6e4cf - 01
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Notice type: Contract or concession notice – standard regime
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