

Spain-Malaga: Advertising and marketing services
OJ S 154/2023 11/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General del Palacio de Ferias y Congresos de Málaga

National registration number: A29233681

Postal address: Avda. José Ortega y Gasset, 201

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29006

Country: Spain

Contact person: Dirección General del Palacio de Ferias y Congresos de Málaga

E-mail: cenriquez@fycma.com

Telephone: +34 952045500

Internet address(es):

Main address: <http://www.fycma.com>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=ocFI43nr3ycQK2TEfXGy%2BA%3D%3D>

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

Servicio de agencia de medios de comunicación para la difusión de publicidad del Palacio de Ferias y Congresos de Málaga (FYCMA)

Reference number: 03/2023

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de agencia de medios de comunicación para la difusión de publicidad del Palacio de Ferias y Congresos de Málaga (FYCMA)

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 253 092,83 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES617 Málaga

II.2.4. Description of the procurement

Servicio de agencia de medios de comunicación para la difusión de publicidad del Palacio de Ferias y Congresos de Málaga (FYCMA)

II.2.5. Award criteria

Quality criterion - Name: Criterio 1. Memoria técnica / Weighting: 25

Quality criterion - Name: Criterio 2. Experiencia del responsable del servicio / Weighting: 12

Quality criterion - Name: Criterio 3. Experiencia del personal adscrito al contrato / Weighting: 12

Price - Weighting: 51

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

IV.1. Description

IV.1.1. Type of procedure

Open 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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 074-223873](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 03/2023

Title:

Servicio de agencia de medios de comunicación para la difusión de publicidad del Palacio de Ferias y Congresos de Málaga (FYCMA)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE SLU

National registration number: B91346890

Town: Sevilla

NUTS code: ES España

Country: Spain

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 253 092,83 EUR

Total value of the contract/lot: 253 092,83 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Ayuntamiento de Málaga

Postal address: Avda. de Cervantes, 4

Town: Málaga

Postal code: 29016

Country: Spain

Internet address: <https://sede.malaga.eu/es/tramitacion/administracion-publica/detalle-del-tramite/index.html?id=5898&tipoVO=5>

VI.5. Date of dispatch of this notice

07/08/2023