

Belgium-La Louvière: Advertising and marketing services

OJ S 204/2020 20/10/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Régie communale autonome de La Louvière

National registration number: RCA

Postal address: Place Communale 1

Town: La Louvière

NUTS code: BE325 Arr. Soignies

Postal code: 7100

Country: Belgium

Contact person: M. Anthony Lai

E-mail: alai@lalouviere.be

Telephone: +32 64885159

Internet address(es):Main address: <http://www.lalouviere.be/>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://cloud.3p.eu/Downloads/1/54/18P/2020>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://eten.publicprocurement.be>**I.4. Type of the contracting authority**

Other type: Régie communale autonome

I.5. Main activity

Other activity: Régie communale autonome

Section II: Object

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

Communication — marketing pour la RCA et ses filiales: SCRL Louvexpo et SCRL Point d'eau

Reference number: JG/SB/al/2020COM

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent marché est un marché conjoint entre la RCA et ses filiales: SCRL Le Point d'eau et SCRL Louvexpo. Il porte sur la communication des actions et projets de la Régie communale autonome et ses filiales «le Point d'eau» et «Louvexpo».

La procédure choisie est la procédure ouverte avec publicité européenne.

II.1.5. Estimated total value

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

SCRL Point d'eau

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: BE325 Arr. Soignies

Main site or place of performance: La Louvière.

II.2.4. Description of the procurement

Voir II.2.1).

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Qualité du contenu / Weighting: 60

Quality criterion - Name: Méthodologie de gestion / Weighting: 10

Price - Weighting: 30

II.2.6. Estimated value

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

Duration in months: 36

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: yes

Description of options:

Options exigées (voir CSC).

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

II.2. Description

II.2.1. Title

SCRL Louvexpo
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: BE325 Arr. Soignies
Main site or place of performance: La Louvière.

II.2.4. Description of the procurement

Voir II.2.1).

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Qualité du contenu / Weighting: 60

Quality criterion - Name: Méthodologie de gestion / Weighting: 10

Price - Weighting: 30

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 36

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:
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:

— le DUME, par lequel l'opérateur économique déclare qu'il ne se trouve pas dans une des situations d'exclusion visées aux articles 67 à 69 de la loi du 17.6.2016.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Le DUME, par lequel l'opérateur économique déclare qu'il satisfait aux critères de sélection suivants:

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Le DUME, par lequel l'opérateur économique déclare qu'il satisfait aux critères de sélection suivants:

1) le soumissionnaire joindra à son offre une liste de trois références de marchés similaires pour chacun des lots pour lequel il soumissionne (sur les trois dernières années).

Minimum level(s) of standards possibly required:

1) à remettre sous peine d'exclusion.

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: yes

IV.2. Administrative information

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

Date: 17/11/2020 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

French

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

Tender must be valid until: 16/05/2021

IV.2.7. Conditions for opening of tenders

Date: 17/11/2020 Local time: 10:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Personne de contact supplémentaire:

Mme Stefana Baio, directrice RCA

064/885037

sbaio@lalouviere.be

Visite du site requise et ne pas participer à la visite du site engendre la nullité de l'offre:

Contact pour le lot 1 Point d'eau:

Mme Katty Dardenne, directrice

064/266662

Katty.dardenne@pointd'eau.be

Date de visite à déterminer

Contact pour le lot 2 Louvexpo:

M. Bernard Pays, directeur

064/773333

bernard.pays@louvexpo.be

Les offres peuvent uniquement être introduites électroniquement sur le site internet de e-Tendering <https://eten.publicprocurement.be/>.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil d'État

Postal address: Rue de la Science 44

Town: Etterbeek

Postal code: 1040

Country: Belgium

VI.5. Date of dispatch of this notice

15/10/2020