

**Sweden-Gothenburg: Marketing management consultancy services**

OJ S 163/2023 25/08/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Turistrådet Västsverige AB  
National registration number: 556459-4538  
Postal address: Regionens hus  
Town: GÖTEBORG  
NUTS code: SE232 Västra Götalands län  
Postal code: 405 44  
Country: Sweden  
Contact person: Marie Linde  
E-mail: [marie.linde@vastsverige.com](mailto:marie.linde@vastsverige.com)  
**Internet address(es):**  
Main address: <http://www.vastsverige.com>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afthyyworl&GoTo=Docs>  
Additional information can be obtained from the abovementioned address  
Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afthyyworl&GoTo=Tender>

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

Regional or local authority

**I.5. Main activity**

Health

**Section II: Object**

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

KONSULTTJÄNSTER - DIGITAL MARKNADSKOMMUNIKATION  
Reference number: 23/230

**II.1.2. Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Turistrådet Västsverige AB inbjuder er att lämna anbud på konsulttjänster inom digital marknadskommunikation, i huvudsak riktade mot den svenska, norska och danska marknaden, men även andra europeiska marknader kan komma i fråga.

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

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

This contract is divided into lots: no

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

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

79340000 Advertising and marketing services, 79342000 Marketing services

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

NUTS code: SE232 Västra Götalands län

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

Turistrådet Västsverige AB inbjuder er att lämna anbud på konsulttjänster inom digital marknadskommunikation, i huvudsak riktade mot den svenska, norska och danska marknaden, men även andra europeiska marknader kan komma i fråga.

#### **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**

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

Start: 01/01/2024 End: 31/12/2025

This contract is subject to renewal: yes

Description of renewals:

24 förlängning/ar á 1 månader

#### **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**

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: 06/10/2023 Local time: 23:59

#### **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**

Swedish

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

Tender must be valid until: 30/11/2023

#### **IV.2.7. Conditions for opening of tenders**

Date: 09/10/2023 Local time: 00:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

Mercell annons: <https://opic.com/id/afthyyworl>

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Förvaltningsrätten i Göteborg

Town: Göteborg

Country: Sweden

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

22/08/2023