

535558-2026 - Competition

Italy – Advertising campaign services – 2600657 - Sviluppo di campagne creative e l'organizzazione di eventi

OJ S 147/2026 03/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: CAP Holding

Email: appalti.gruppocap@legalmail.it

Activity of the contracting entity: Water-related activities

2. Procedure

2.1. Procedure

Title: 2600657 - Sviluppo di campagne creative e l'organizzazione di eventi

Description: 2600657 - Sviluppo di campagne creative e l'organizzazione di eventi

Procedure identifier: 4797f9a4-da0b-4a94-b9e2-d3aacc9dbb14

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Milano (ITC4C)

Country: Italy

2.1.3. Value

Estimated value excluding VAT: 456 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure:

5. Lot

5.1. Lot: LOT-0001

Title: 2600657 - Sviluppo di campagne creative e l'organizzazione di eventi

Description: 2600657 - Sviluppo di campagne creative e l'organizzazione di eventi

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Milano (ITC4C)
Country: Italy

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 456 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: come indicato nel disciplinare di gara

5.1.10. Award criteria

Criterion:

Type: Quality

Description: come indicato nel disciplinare di gara

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Italian

Deadline for requesting additional information: 04/09/2026 12:00:00 (UTC+02:00) Eastern

European Time, Central European Summer Time

Address of the procurement documents: <https://acquisti.gruppocap.it/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://acquisti.gruppocap.it/>

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

Electronic catalogue: Not allowed

Description of the financial guarantee: come da atti di gara

Deadline for receipt of tenders: 15/09/2026 12:00:00 (UTC+02:00) Eastern European Time,
Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Conditions relating to the performance of the contract: come indicato nel disciplinare di gara

Financial arrangement: Come da atti di gara

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TAR MILANO

Information about review deadlines: 30 gg

Organisation providing additional information about the procurement procedure: CAP Holding

Organisation providing more information on the review procedures: TAR MILANO

8. Organisations

8.1. ORG-0001

Official name: CAP Holding

Registration number: 13187590156

Town: Milano

Postcode: 20122

Country subdivision (NUTS): Milano (ITC4C)

Country: Italy

Email: appalti.gruppocap@legalmail.it

Telephone: 02825021

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: TAR MILANO

Registration number: 97024970150

Town: milano

Postcode: 20100

Country subdivision (NUTS): Milano (ITC4C)

Country: Italy

Email: segrprotocolloam@ga-cert.it

Telephone: 02760531

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: a6fa45c7-adee-4025-9c77-0b1039f90a51 - 01

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