

**France-Paris: Internet development services**  
**OJ S 236/2018 07/12/2018**  
**Contract notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Comité régional du tourisme Paris Île-de-France

National registration number: 301 072 880 00091

Postal address: 11 rue du Faubourg Poissonnière

Town: Paris

Postal code: 75009

Country: France

E-mail: [nouana@visitparisregion.com](mailto:nouana@visitparisregion.com)

Telephone: +33 173007764

Fax: +33 173007710

**Internet address(es):**

General address of the contracting authority: <http://www.visitparisregion.com>

Address of the buyer profile: <https://marches.maximilien.fr>

Electronic access to information: <https://marches.maximilien.fr>

Electronic submission of tenders and requests to participate: <https://marches.maximilien.fr>

**Additional information can be obtained from:**

Official name: Comité régional du tourisme Paris Île-de-France

National registration number: 301 072 880 00091

Postal address: 11 rue du Faubourg Poissonnière

Town: Paris

Postal code: 75009

Country: France

For the attention of: Monsieur Noureddine OUANA

E-mail: [marches-ues@visitparisregion.com](mailto:marches-ues@visitparisregion.com)

Internet address: <https://marches.maximilien.fr>

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Official name: Comité régional du tourisme d'Île-de-France

Postal address: 11 rue du Faubourg Poissonnière

Town: Paris

Postal code: 75009

Country: France

Internet address: <https://marches.maximilien.fr>

**Tenders or requests to participate must be submitted:** Official name: Comité régional du tourisme Paris Île-de-France

Postal address: 11 rue du Faubourg Poissonnière

Town: Paris

Postal code: 75009

Country: France  
For the attention of: Monsieur Thomas FOURNIER  
Internet address: <https://marches.maximilien.fr>

**I.2. Type of the contracting authority**

Other: Association loi 1901

**I.3. Main activity**

Other: Tourisme

**I.4. Contract award on behalf of other contracting authorities**

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

Assistance globale au projet de plate-forme digitale de la destination Paris région

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 27: Other services

NUTS code FR1 Ile-de-France

**II.1.3. Information about a framework agreement or a dynamic purchasing system**

The notice involves a public contract

**II.1.4. Information about framework agreement**

**II.1.5. Short description of the contract or purchase(s)**

Le marché a pour objet une assistance globale au projet de plate-forme digitale de la destination Paris région.

**II.1.6. CPV code(s)**

72420000 Internet development services

**II.1.7. Information about the Government Procurement Agreement (GPA)**

**II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

**II.1.9. Information about variants**

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**

**II.2.2. Information about options**

**II.2.3. Information about renewals**

**II.3. Duration of the contract or time limit for completion**

Information about lots

Lot No: 1

Lot title: Assistance à maîtrise d'ouvrage

**1) Short description**

Le lot 1 a pour objet une assistance à maîtrise d'ouvrage du CRT dans la conception, la mise en œuvre et la médiatisation d'une plate-forme digitale.

**2) CPV code(s)**

72420000 Internet development services

**3) Quantity or scope**

**4) Indication about different time frame or duration**

Duration in months: 48 (from the award of the contract)

**5) Additional information about lots**

Les prestations attendues sur ce lot sont:

- un appui au pilotage stratégique, pour définir ou affiner les objectifs et les principes directeurs du projet digital du CRT. Ce chantier nécessite un accompagnement à haute valeur ajoutée, avec des intervenants seniors ayant une vision 360° des enjeux du digital, du marketing digital, du e-commerce et du cross-canal, notamment. L'AMOA sera attendue dans sa capacité à challenger le CRT et à l'accompagner dans la transition vers une approche orientée e-commerce et ROIste,
- un appui au pilotage opérationnel (PMO et conduite du changement), visant à accompagner l'équipe projet dans la réalisation des différentes briques du projet, en lien avec la maîtrise d'œuvre et dans une logique de transversalité entre toutes les parties prenantes.

Lot No: 2

Lot title: Développements techniques et évolutions fonctionnelles de [www.visitparisregion.com](http://www.visitparisregion.com)

**1) Short description**

Le lot 2 a pour objet la recherche d'un prestataire en charge des développements et de la TMA (Tierce maintenance applicative) du site [www.visitparisregion.com](http://www.visitparisregion.com)

**2) CPV code(s)**

72420000 Internet development services

**3) Quantity or scope**

**4) Indication about different time frame or duration**

Duration in months: 48 (from the award of the contract)

**5) Additional information about lots**

Lot No: 3

Lot title: Acquisition

**1) Short description**

Le lot 3 a pour objet la coconstruction et l'exécution de la stratégie de médiatisation et d'acquisition (SEO et SEA, acquisition à la performance...) définie au titre du lot 1.

Le lot 3 est un accord-cadre à marchés subséquents multi-attributaire, conformément aux articles 78 et 79 du décret n° 2016-360 du 25.3.2016 relatif aux marchés publics.

Il est conclu sans minimum et sans maximum.

**2) CPV code(s)**

72420000 Internet development services

**3) Quantity or scope**

**4) Indication about different time frame or duration**

Duration in months: 48 (from the award of the contract)

## **5) Additional information about lots**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions related to the contract**

##### **III.1.1. Deposits and guarantees required**

##### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

##### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

##### **III.1.4. Contract performance conditions**

#### **III.2. Conditions for participation**

##### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

##### **III.2.2. Economic and financial ability**

##### **III.2.3. Technical and professional ability**

##### **III.2.4. Information about reserved contracts**

#### **III.3. Conditions specific to services contracts**

##### **III.3.1. Information about a particular profession**

##### **III.3.2. Information about staff responsible for the performance of the contract**

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

Open

##### **IV.1.2. Information about the limits on the number of candidates to be invited**

##### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

##### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

#### **IV.3. Administrative information**

- IV.3.1. File reference number attributed by the contracting authority**
- IV.3.2. Previous publication concerning this procedure**
- IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**
- IV.3.4. Time limit for receipt of tenders or requests to participate**  
10.1.2019 - 12:00
- IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**
- IV.3.6. Languages in which tenders or requests to participate may be submitted**
- IV.3.7. Minimum time frame during which the tenderer must maintain the tender**  
Duration in months: 3 (from the date stated for receipt of tender)
- IV.3.8. Conditions for opening of tenders**

## **Section VI: Complementary information**

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- VI.1. Information about recurrence**
- VI.2. Information about European Union funds**  
The procurement is related to a project and/or programme financed by European Union funds:  
no
- VI.3. Additional information**
- VI.4. Procedures for review**
  - VI.4.1. Review body**  
Official name: Tribunal de grande instance  
Postal address: Parvis du tribunal de Paris  
Town: Paris Cedex 17  
Postal code: 75859  
Country: France  
Internet address: <http://www.justice.gouv.fr/>
  - VI.4.2. Review procedure**
  - VI.4.3. Service from which information about the review procedure may be obtained**
  - VI.5. Date of dispatch of this notice**  
4.12.2018