

**Sweden-Stockholm: Management-related services**  
**OJ S 222/2020 13/11/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Stockholm Business Region AB

National registration number: 556491-6798

Postal address: Drottninggatan 33, Box 16282

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 10325

Country: Sweden

Contact person: Karl Bross

E-mail: [karl.bross@colligio.se](mailto:karl.bross@colligio.se)

**Internet address(es):**

Main address: <http://www.stockholmbusinessregion.se>

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Procurement of Digital Services in China

Reference number: 2.3.3-61/2020

**II.1.2. Main CPV code**

79420000 Management-related services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Scope

This procurement refers to contracts including services to create a social media presence for the Group in China. The supplier shall be responsible for continuous monitoring, curating and technical management.

The following services are included in the contract:

Managing the Group's WeChat accounts.

Managing the Group's Weibo accounts.

Content creation.

Continuous editorial work based on the Group's existing content.

Marketing activities towards the Group's own digital channels.

The Group intends to contract one (1) supplier.

The contract period begins once the parties have signed the contract; however, no earlier than 1 October 2020.

The contract period is 2 years, with the possibility for the group to extend the contract, with unchanged terms, for another 2 years.

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

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 800 000,00 SEK

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

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

79416000 Public relations services

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

NUTS code: SE110 Stockholms län

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

Introduction

Stockholm Business Region AB and its subsidiaries are hereby inviting tenderers to submit tenders for the procurement of digital services in China.

Contracting authority

The contracting authorities comprise Stockholm Business Region AB, the parent company, and its subsidiaries Invest Stockholm Business Region AB and Visit Stockholm AB (hereafter referred to as the Group).

Corporate identity number: 556491-6798.

The procurement is managed by Colligio AB on behalf of the Group, which means that the group makes the decision to award the contract and signs the contract.

Scope

This procurement refers to contracts including services to create a social media presence for the Group in China. The supplier shall be responsible for continuous monitoring, curating and technical management.

The following services are included in the contract:

Managing the Group's WeChat accounts, including management and weekly updates.

Managing the Group's Weibo accounts, including management and weekly updates.

Content creation, including both storytelling and moving image material to be published on the Group's accounts.

Continuous editorial work (selection, translation, publication, continuously replying to questions and comments, as well as maintenance and operation) based on the Group's existing content.

Marketing activities and basic processing to steer the traffic and the interest that the Group is already generating towards the Group's own digital channels.

A more detailed description of the scope of the service and the terms and conditions of its implementation can be found in this procurement document and its appendices (see primarily section 3. Service requirements).

The Group intends to contract one (1) supplier.

Aim

The Group is looking for a partner to establish and develop the Group's social media presence in China with the aim of meeting the Group's needs in terms of different target groups. The aim of the procurement is to establish a stronger, relevant and appropriate presence on social media platforms in China, and to operate and develop existing accounts on WeChat and Weibo together with the Group.

For further description of the service, see section 3. Service requirements.

Contract period

The contract period begins once the parties have signed the contract; however, no earlier than 1 October 2020.

The contract period is 2 years, with the possibility for the Group to extend the contract, with unchanged terms, for another 2 years. The extension can be repeated several times, but the total contract period cannot exceed 4 years, see more under section 5.6 Contract period.

Any assignments started within the contract period must be completed as if the contract was in force, even if the contract is no longer valid when completing the assignment.

#### **II.2.5. Award criteria**

Quality criterion - Name: Most financially beneficial / Weighting: Price-quality ratio

Price - Weighting: Price quality ratio

#### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 105-254138](#)

##### **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**

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A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

20/10/2020

### **V.2.2. Information about tenders**

Number of tenders received: 4

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

### **V.2.3. Name and address of the contractor**

Official name: Nordic Business House AB

National registration number: 556972-1391

Postal address: c/o Scandinavian Digiman AB, Box, 1264

Town: Nacka Strand

NUTS code: SE110 Stockholms län

Postal code: 13128

Country: Sweden

E-mail: [jonathan.kullman@nordicbusinesshouse.se](mailto:jonathan.kullman@nordicbusinesshouse.se)

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 800 000,00 SEK

Total value of the contract/lot: 800 000,00 SEK

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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

Visma notice: <https://opic.com/id/afmpwtppkh>

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

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

Official name: Förvaltningsrätt

Town: Stockholm

Country: Sweden

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

09/11/2020