

**Lithuania-Vilnius: Marketing services**  
**OJ S 239/2018 12/12/2018**  
**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: Valstybinis turizmo departamentas prie Ūkio ministerijos

National registration number: 188708758

Postal address: Gedimino pr. 38

Town: Vilnius

NUTS code: LT Lietuva

Postal code: LT-01104

Country: Lithuania

Contact person: Jolanta Raudonytė

E-mail: [jolanta.raudonyte@tourism.lt](mailto:jolanta.raudonyte@tourism.lt)

Telephone: +370 70664972

**Internet address(es):**

Main address: <http://www.tourism.lt/>

Address of the buyer profile: <https://pirkimai.eviesiejpirkimai.lt/ctm/Company/CompanyInformation/Index/6863>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Kompleksinių rinkodaros priemonių Kinijoje organizavimo paslaugos

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Kompleksinių rinkodaros priemonių Kinijoje organizavimo paslaugos.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 36 363,64 EUR

## **II.2. Description**

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

79342000 Marketing services

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

NUTS code: 00 Other or Not Specified

Main site or place of performance: Kinija.

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

Tiekėjas turės įgyvendinti ne mažiau 2 kompleksines rinkodaros priemones Kinijoje, kurių metu Lietuva turi būti pristatyta kaip turtinga gamtos ir kultūros paveldo objektai šalis. Kompleksinės rinkodaros priemonės turi skatinti turistus keliauti atsakingai, pažinti šalies žmones ir tradicijas, skatinti toleranciją bei prisidėti prie Lietuvos, kaip patrauklios turizmui šalies, žinomumo didinimo bei teigiamo įvaizdžio formavimo.

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

Quality criterion - Name: Lietuvos mikrosvetainės pavyzdys su jos struktūra, vizualiniais sprendimais / Weighting: 60

Price - Weighting: 40

### **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: yes

Identification of the project: „Lietuvos gamtos ir kultūros paveldo objektų (išteklių) pristatymas tolimosioms atvykstantojo turizmo rinkoms“ (unikalus kodas: Nr. 05.4.1-LVPA-V-812-01-0005)

### **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: [2018/S 153-351322](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:2018/S153351322)

#### **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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**Contract No:** 1

**Title:**

Kompleksinių rinkodaros priemonių Kinijoje organizavimo paslaugos

A contract/lot is awarded: yes

#### V.2. Award of contract

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

04/12/2018

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

Number of tenders received: 2

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

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

Official name: Shanghai Ctrip Commerce Co., Ltd.

National registration number: 9131010563178864XK

Town: Šanchajus

NUTS code: 00 Other or Not Specified

Country: China

The contractor is an SME: no

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

Total value of the contract/lot: 36 363,64 EUR

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

### Section VI: Complementary information

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#### VI.3. Additional information

#### VI.4. Procedures for review

##### VI.4.1. Review body

Official name: Vilniaus apygardos teismas

Town: Vilnius

Country: Lithuania

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

10/12/2018