

550624-2026 - Competition

Spain – Marketing services – Servicios de asesoramiento acompañamiento y apoyo técnico especializado para la implementación y ejecución de la estrategia de CIM a los canales digitales B2C

OJ S 152/2026 10/08/2026

**Contract or concession notice – standard regime - Change notice
Services**

1. Buyer

1.1. Buyer

Official name: Agència Catalana de Turisme

Email: contractacio.act@gencat.cat

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Servicios de asesoramiento acompañamiento y apoyo técnico especializado para la implementación y ejecución de la estrategia de CIM a los canales digitales B2C

Description: Servicios de asesoramiento acompañamiento y apoyo técnico especializado para la implementación y ejecución de la estrategia de Comunicación Integrada de Marca a los canales digitales B2C de la Agencia Catalana de Turismo

Procedure identifier: 2bc489da-aa27-4e1f-9077-5f80c4dc1ed5

Previous notice: 542915-2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

2.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Cataluña

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Servicios de asesoramiento acompañamiento y apoyo técnico especializado para la implementación y ejecución de la estrategia de CIM a los canales digitales B2C

Description: Servicios de asesoramiento acompañamiento y apoyo técnico especializado para la implementación y ejecución de la estrategia de Comunicación Integrada de Marca a los canales digitales B2C de la Agencia Catalana de Turismo

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Cataluña

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2027

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/206004>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/206004>

Languages in which tenders or requests to participate may be submitted: Catalan, Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 21/09/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

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: Tribunal Català de Contractes del Sector Públic

Information about review deadlines: De acuerdo con la cláusula 43 del PCAP

8. Organisations

8.1. ORG-0001

Official name: Agència Catalana de Turisme

Registration number: 206004

Postal address: Carrer Aragó, 244

Town: No consta

Postcode: 08007

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: contractacio.act@gencat.cat

Telephone: 934849900

Fax: 934849888

Internet address: <http://act.gencat.cat/>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: 999999999

Postal address: Carrer del Foc, 57

Town: No consta

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: tccsp@gencat.cat

Telephone: 933162000

Internet address: <https://contractacio.gencat.cat/ca/contacte/tccsp/>

Roles of this organisation:

Review organisation

10. Change

Version of the previous notice to be changed

:

8c08d2e1-b675-41d2-86e0-71f48841f9cd-01

Main reason for change

:

Information updated

Description

:

Error material a l'apartat H2 de la memòria justificativa i D del plec de clàusules administratives particulars.

Notice information

Notice identifier/version: 2c6d5ef2-8826-4554-8729-5b124d9d7602 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 07/08/2026 12:12:00 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 550624-2026

OJ S issue number: 152/2026

Publication date: 10/08/2026