

Spain-Madrid: Advertising and marketing services

OJ S 227/2019 25/11/2019

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Gerencia del Museo Nacional Centro de Arte Reina Sofía

National registration number: Q2828032I

Postal address: C/ Santa Isabel, 52

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28012

Country: Spain

Contact person: Gerencia del Museo Nacional Centro de Arte Reina Sofía

E-mail: contratacion@museoreinasofia.es

Telephone: +34 917741000

Fax: +34 917741050

Internet address(es):Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=zZMEvcDuZ%2Bk%3D>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=B6aNZFC5Kc2iEJrVRqloyA%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=zZMEvcDuZ%2Bk%3D>**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

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicio de difusión y promoción de las exposiciones y otras actividades del Museo Nacional Centro de Arte Reina Sofía a través de los medios de comunicación nacionales e internacionales

Reference number: 201900000447

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de difusión y promoción de las exposiciones y otras actividades del Museo Nacional Centro de Arte Reina Sofía a través de los medios de comunicación nacionales e internacionales.

II.1.5. Estimated total value

Value excluding VAT: 312 947,40 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

Servicio de difusión y promoción de las exposiciones y otras actividades del Museo Nacional Centro de Arte Reina Sofía a través de los medios de comunicación nacionales e internacionales.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Criterios no evaluables mediante fórmulas / Weighting: 45

Price - Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 312 947,40 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

- Capacidad de obrar,
- No prohibición para contratar,
- Cumplimiento con las obligaciones con la Seguridad Social,
- Cumplimiento con las obligaciones tributarias,
- Para las empresas extranjeras, declaración de sometimiento a la legislación española.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Seguro de indemnización. Descripción: según punto 6 1o del anexo 1 al PCAP.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Títulos académicos y profesionales del empresario y directivos, o responsables de la ejecución. Descripción: según punto 6 2o del anexo 1 al PCAP.

Section IV: Procedure

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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 26/12/2019 Local time: 14:30

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 23/01/2020 Local time: 10:05

Place:

Sala de reuniones 1 de gerencia

Datos de dirección:

- Calle: Santa Isabel, 52,
- Código postal: 28012,
- Población: Madrid,
- País: ESPAÑA.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: MNCARS

Postal address: C/ Santa Isabel, 52

Town: Madrid

Postal code: 28012

Country: Spain

E-mail: contratacion@museoreinasofia.es

Fax: +34 917741050

VI.5. Date of dispatch of this notice

21/11/2019