

Spain-Santiago de Compostela: Advertising campaign services

OJ S 245/2018 20/12/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consellería del Mar de la Xunta de Galicia

National registration number: S1511001H

Postal address: C/ San Caetano, 5, edificio administrativo, 2ª planta

Town: Santiago de Compostela

NUTS code: ES11 Galicia

Postal code: 15781

Country: Spain

E-mail: licitacion.mar@xunta.gal

Telephone: +34 981544990

Fax: +34 981545003

Internet address(es):Main address: <http://www.contratosdegalicia.gal>Address of the buyer profile: <http://www.contratosdegalicia.gal/resultado.jsp?N=429557>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.contratosdegalicia.gal/resultado.jsp?N=429557>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the following address:

Official name: Oficina del Registro General e Información a la Ciudadanía de la Xunta de Galicia

National registration number: S1511001H

Postal address: C/ San Caetano, s/n, edificio administrativo

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

Telephone: +34 981544990

E-mail: licitacion.mar@xunta.gal

Fax: +34 981545003

NUTS code: ES111 A Coruña

Internet address(es):Main address: <https://www.contratosdegalicia.gal>Address of the buyer profile: <http://www.contratosdegalicia.gal/resultado.jsp?N=429557>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio para desarrollo de una campaña para la promoción de los productos procedentes de la pesca y de la acuicultura en 2019 y 2020
Reference number: 2/2019

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Desarrollo de una campaña para la promoción de los productos procedentes de la pesca y de la acuicultura en 2019 y 2020.

II.1.5. Estimated total value

Value excluding VAT: 991 736,00 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: ES11 Galicia

Main site or place of performance: Comunidad autónoma de Galicia.

II.2.4. Description of the procurement

Promoción de los productos procedentes de la pesca y la acuicultura con el fin de:

- Mejorar la comercialización de los productos procedentes de la pesca, el marisqueo y la acuicultura,
- Incrementar la competitividad de los productos de la pesca, el marisqueo y la acuicultura,
- Potenciar la DOP Mejillón de Galicia,
- Promocionar la marca de calidad de la pesca artesanal y el marisqueo: «PescadeRías ¿de dónde si no?»,
- Promocionar los productos de la acuicultura, especialmente el mejillón, la trucha y el rodaballo,
- Promocionar el bonito del norte,
- Proporcionar una mayor información a los consumidores (aspectos sanitarios, aspectos nutricionales, acuicultura sostenible, etc.).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 991 736,00 EUR

II.2.7.

Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 018

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:
yes

Identification of the project: Programa operativo del FEMP, período 2014-2020. 5.1.3: Medidas de comercialización. PORCENTAJE DE COFINANCIACIÓN: 75 %

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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: 21/01/2019 Local time: 19:00

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, Galician

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 2 (from the date stated for receipt of tender)

IV.2.7.

Conditions for opening of tenders

Date: 01/02/2019 Local time: 12:00

Place:

Sala de juntas de la Secretaría General Técnica de la Consellería del Mar, situada en el edificio Administrativo, 5, 2ª planta. C/ San Caetano, en Santiago de Compostela (A Coruña).

Information about authorised persons and opening procedure: En esta fecha se realizará el acto público de apertura de sobres B (documentación no evaluable mediante fórmulas). El lugar, fecha y hora de apertura de los sobres C (oferta económica) se publicará en la página web del perfil de contratante indicada en el apartado I.3 de este anuncio.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de Contratación Pública de la comunidad autónoma de Galicia (TACGAL)

Postal address: C/ Raxeira, 52, 2ª planta

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: tacgal@xunta.gal

Telephone: +34 881995481

Fax: +34 881995485

Internet address: <https://tacgal.xunta.gal>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Consellería do Mar, Secretaría General Técnica, Servicio de Contratación y Régimen Patrimonial

Postal address: Edificio administrativo San Caetano, s/n, 2ª planta

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: licitacion.mar@xunta.gal

VI.5. Date of dispatch of this notice

17/12/2018