

Belgium-Brussels: Market research services
OJ S 204/2022 21/10/2022
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: VZW Vlaams Centrum voor Agro- en Visserijmarketing

National registration number: 0454.423.323_16726

Postal address: Ellipsgebouw - Koning Albert II-laan 35 bus 50

Town: Brussel

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1030

Country: Belgium

Contact person: Frederik Kempinck

E-mail: frederik.kempinck@vlam.be

Telephone: +32 025528052

Internet address(es):

Main address: <http://www.vlam.be>

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=461355>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=461355>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://eten.publicprocurement.be/etendering/viewWorkspacesBasedOnExtUrl.do?wsName=VLAM-VLAM%2F2022%2F08-F02>

I.4. Type of the contracting authority

Other type: Extern Verzelfstandigd Agentschap

I.5. Main activity

Other activity: Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kwantitatief consumentenonderzoek, kwalitatief consumentenonderzoek en B2B-onderzoek 2023 - 2026

Reference number: VLAM-VLAM/2022/08-F02_0

II.1.2.

Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

VLAM centraliseert de diverse marktonderzoeken die zij laat uitvoeren voor haar verschillende producten/diensten. Het doel van deze centralisatie is optimalisatie van de activiteiten en zoeken naar een efficiënter gebruik van tijd en middelen.

VLAM wenst hiertoe raamovereenkomsten af te sluiten met geïnteresseerde en gekwalificeerde ondernemingen, voor het uitvoeren van marktonderzoeken in België voor de volgende 4 kalenderjaren 2023 t.e.m. 2026.

Gelet op de verscheidenheid van de onderzoeksvragen, is de overheidsopdracht verdeeld in percelen.

II.1.5. Estimated total value**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

1, 2 en 3

II.2. Description**II.2.1. Title**

Kwantitatief consumentenonderzoek

Lot No: 1

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Raamcontract voor het uitvoeren van diverse kwantitatieve consumentenonderzoeken (voornamelijk posttesten en trackingonderzoeken) voor VLAM.

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

Start: 01/01/2023 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11.

Information about options

Options: yes

Description of options:

Zie bestek.

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: projecten met financiering onder Vo 1144/2014

II.2.14. Additional information

II.2. Description

II.2.1. Title

Kwalitatief consumentenonderzoek

Lot No: 2

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Raamcontract voor het uitvoeren van diverse kwalitatieve consumentenonderzoeken voor VLAM en dit eventueel via diverse onderzoeksmethodes zoals een online research community, fysieke focusgroepen...

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

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

Start: 01/01/2023 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Zie bestek.

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: projecten met financiering onder Vo 1144/2014

II.2.14. Additional information

II.2. Description

II.2.1. Title

B2B-onderzoek (retail, foodservices, ...)

Lot No: 3

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Raamcontract voor het uitvoeren van kwantitatief en kwalitatief B2B-onderzoek (voornamelijk bij retail en foodservices) voor VLAM en dit bv. via kwantitatieve trackings, face-to-face diepteinterviews, focusgroepen...

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

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

Start: 01/01/2023 End: 31/12/2026

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Zie bestek.

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: projecten met financiering onder Vo 1144/2014

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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

The procurement involves the establishment of a framework agreement

Framework agreement with several operators Envisaged maximum number of participants to the framework agreement: 3

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: 21/11/2022 Local time: 10:00

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

Dutch

IV.2.7. Conditions for opening of tenders

Date: 21/11/2022 Local time: 10:00

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

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nederlandstalige Ondernemingsrechtbank Brussel

Postal address: Waterloolaan 70

Town: Brussel

Postal code: 1000

Country: Belgium

VI.4.2. Body responsible for mediation procedures

Official name: VLAM

Postal address: Koning Albert II-laan 35 bus 50

Town: Brussel

Postal code: 1030

Country: Belgium

E-mail: frederik.kempinck@vlam.be

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

Official name: VLAM

Postal address: Koning Albert II-laan 35 bus 50

Town: Brussel

Postal code: 1030

Country: Belgium

E-mail: frederik.kempinck@vlam.be

VI.5. Date of dispatch of this notice

18/10/2022