

Spain-Seville: Advertising services
OJ S 240/2019 12/12/2019
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Extenda — Agencia Andaluza de Promoción Exterior, S. A.

National registration number: A41147596

Postal address: C/ Marie Curie, 5, Isla de la Cartuja

Town: Sevilla

NUTS code: ES618 Sevilla

Postal code: 41092

Country: Spain

Contact person: Departamento de Contratación

E-mail: contratacion@extenda.es

Telephone: +34 954280227

Fax: +34 955128281

Internet address(es):

Main address: <http://www.extenda.es>

Address of the buyer profile: <http://contratacion.chap.junta-andalucia.es/contratacion>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/licitaciones-publicadas.html?organismo=&perfilContratante=EICE15>

Additional information can be obtained from the abovementioned address

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

I.4. Type of the contracting authority

Other type: Empresa pública

I.5. Main activity

Other activity: Apoyo a la internacionalización de las empresas andaluzas

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación de la planificación, estrategia y compra de espacios publicitarios, en prensa digital, radio y televisión, de una campaña de publicidad orientada al incremento de la base exportadora

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de una agencia de medios para la planificación, estrategia y compra de espacios publicitarios, en prensa digital, radio y televisión, así como la ejecución del plan de medios, de campaña de publicidad orientada al incremento de la base exportadora en 2020.

II.1.5. Estimated total value

Value excluding VAT: 440 000,00 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: ES61 Andalucía

II.2.4. Description of the procurement

Contratación de una agencia de medios para la planificación, estrategia y compra de espacios publicitarios, en prensa digital, radio y televisión, así como la ejecución del plan de medios, de campaña de publicidad orientada al incremento de la base exportadora en 2020.

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: 440 000,00 EUR

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

Duration in months: 5

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 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: 22/01/2020 Local time: 14:00

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

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 23/01/2020 Local time: 12:00

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: Tribunal Administrativo de Recursos Contractuales de la Junta de Andalucía

Postal address: C/ Barcelona, 4-6

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 671530856

Fax: +34 955515041

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

Official name: Tribunal Administrativo de Recursos Contractuales de la Junta de Andalucía

Postal address: C/ Barcelona, 4-6

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 671530856

Fax: +34 955515041

VI.5. Date of dispatch of this notice

11/12/2019