

**Spain-Palma de Mallorca: Public relations services**  
**OJ S 209/2022 28/10/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Direcció de la Fundació Mallorca Turisme

National registration number: G57594558

Postal address: Plaza del Hospital, 4

Town: Palma de Mallorca

NUTS code: ES532 Mallorca

Postal code: 07012

Country: Spain

Contact person: Direcció de la Fundació Mallorca Turisme

E-mail: [bbibiloni1@conselldemallorca.net](mailto:bbibiloni1@conselldemallorca.net)

**Internet address(es):**

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=3PCFaRjQVdMBPRBxZ4nJ%2Fg%3D%3D>

**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 de comunicación exterior y relaciones públicas en los mercados emisores para la Fundació Mallorca Turisme en los siguientes mercados:- Alemania- Reino Unido- España- Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia- Francia, Bélgica y Luxemburgo

Reference number: 289/2022

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de comunicación exterior y relaciones públicas en los mercados emisores para la Fundació Mallorca Turisme en los siguientes mercados:- Alemania- Reino Unido- España-

Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia- Francia, Bélgica y Luxemburgo

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7. Total value of the procurement**

Value excluding VAT: 54 500,00 EUR

**II.2. Description**

**II.2.1. Title**

Servicio de comunicación exterior y relaciones públicas Alemania  
Lot No: 1

**II.2.2. Additional CPV code(s)**

79416000 Public relations services, 79416100 Public relations management services,  
79416200 Public relations consultancy services, 92312211 Writing agency services

**II.2.3. Place of performance**

NUTS code: DE Deutschland

**II.2.4. Description of the procurement**

Servicio de comunicación exterior y relaciones públicas Alemania

**II.2.5. Award criteria**

Cost criterion - Name: Newsletter extra / Weighting: 15  
Cost criterion - Name: Reportaje extra / Weighting: 15  
Cost criterion - Name: Oferta económica / Weighting: 70

**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**

**II.2. Description**

**II.2.1. Title**

Servicio de comunicación exterior y relaciones públicas Reino Unido  
Lot No: 2

**II.2.2. Additional CPV code(s)**

79416000 Public relations services, 79416100 Public relations management services,  
79416200 Public relations consultancy services, 92312211 Writing agency services

**II.2.3. Place of performance**

NUTS code: UK United Kingdom

**II.2.4. Description of the procurement**

Servicio de comunicación exterior y relaciones públicas Reino Unido

**II.2.5. Award criteria**

Cost criterion - Name: Newsletter extra / Weighting: 15  
Cost criterion - Name: Reportaje extra / Weighting: 15  
Cost criterion - Name: Oferta económica / Weighting: 70

#### **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**

##### **II.2. Description**

###### **II.2.1. Title**

Servicio de comunicación exterior y relaciones públicas España  
Lot No: 3

###### **II.2.2. Additional CPV code(s)**

79416000 Public relations services, 79416100 Public relations management services,  
79416200 Public relations consultancy services, 92312211 Writing agency services

###### **II.2.3. Place of performance**

NUTS code: ES España

###### **II.2.4. Description of the procurement**

Servicio de comunicación exterior y relaciones públicas España

###### **II.2.5. Award criteria**

Cost criterion - Name: Newsletter extra / Weighting: 15  
Cost criterion - Name: Reportaje extra / Weighting: 15  
Cost criterion - Name: Oferta económica / Weighting: 70

#### **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**

##### **II.2. Description**

###### **II.2.1. Title**

Servicio de comunicación exterior y relaciones públicas Países Nórdicos: Dinamarca,  
Finlandia, Noruega, Islandia y Suecia  
Lot No: 4

###### **II.2.2. Additional CPV code(s)**

79416000 Public relations services, 79416100 Public relations management services,  
79416200 Public relations consultancy services, 92312211 Writing agency services

###### **II.2.3. Place of performance**

NUTS code: DK Danmark

#### **II.2.4. Description of the procurement**

Servicio de comunicación exterior y relaciones públicas Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia

#### **II.2.5. Award criteria**

Cost criterion - Name: Newsletter extra Lote 4 / Weighting: 15

Cost criterion - Name: Reportaje extra Lote 4 / Weighting: 15

Cost criterion - Name: Sede en diferentes ciudades / Weighting: 8

Cost criterion - Name: Oferta económica Lote 4 / Weighting: 62

#### **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**

##### **II.2. Description**

##### **II.2.1. Title**

Servicio de comunicación exterior y relaciones públicas Francia, Bélgica y Luxemburgo  
Lot No: 5

##### **II.2.2. Additional CPV code(s)**

79416000 Public relations services, 79416100 Public relations management services,  
79416200 Public relations consultancy services, 92312211 Writing agency services

##### **II.2.3. Place of performance**

NUTS code: FR France

##### **II.2.4. Description of the procurement**

Servicio de comunicación exterior y relaciones públicas Francia, Bélgica y Luxemburgo

##### **II.2.5. Award criteria**

Cost criterion - Name: Newsletter extra Lote 5 / Weighting: 15

Cost criterion - Name: Reportaje extra Lote 5 / Weighting: 15

Cost criterion - Name: Sede en diferentes ciudades Lote 5 / Weighting: 6

Cost criterion - Name: Oferta económica Lote 5 / Weighting: 64

#### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 136-389251](#)

**IV.2.8. Information about termination of dynamic purchasing system****IV.2.9. Information about termination of call for competition in the form of a prior information notice****Section V: Award of contract**

---

**Contract No:** 289-4/2022

**Lot No:** 4

**Title:**

Servicio de comunicación exterior y relaciones públicas Países Nórdicos: Dinamarca, Finlandia, Noruega, Islandia y Suecia

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

28/09/2022

**V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Corporacion Comunicacion Iberoamericana Barcelo y Asoc. S.L.

National registration number: B83260588

Postal address: C/ Velazquez 55, 6-A,

Town: Madrid

NUTS code: ES España

Postal code: 28001

Country: Spain

The contractor is an SME: yes

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 57 851,24 EUR

Total value of the contract/lot: 54 500,00 EUR

**V.2.5. Information about subcontracting**

## Section VI: Complementary information

---

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Sede FMT

Postal address: Plaça de l'Hospital 4

Town: Palma

Postal code: 07012

Country: Spain

### VI.5. Date of dispatch of this notice

24/10/2022