

**Belgium-Brussels: Advertising and marketing services**

OJ S 211/2022 02/11/2022

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**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](mailto: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=463235>**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=463235>

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%2F12-F02>**I.4. Type of the contracting authority**

Other type: Extern Verzelfstandigd Agentschap

**I.5. Main activity**

Other activity: Marketing

**Section II: Object**

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

Promotiecampagne The Art of European Pork

Reference number: VLAM-VLAM/2022/12-F02\_0

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Deze opdracht betreft een voorlichtings- en afzetbevorderingsprogramma voor varkensvlees in Taiwan, India en Vietnam. De belangrijkste doelstelling van dit programma is de bekendheid van de kwaliteiten van Europees varkensvlees te vergroten bij de B2B-doelgroep in de doelmarkten en bijgevolg het concurrentievermogen van de Europese varkensvleessector te vergroten, zodat het marktaandeel van de sector in volume en waarde kan toenemen. Beurzen en B2B-bijeenkomsten zijn de belangrijkste instrumenten om de doelgroep te benaderen en de Europese exporteurs van varkensvlees met hen in contact te brengen. Deze groep bestaat voornamelijk uit importeurs, groothandelaren, verwerkers en detailhandelaren. Een communicatiecampagne, zowel on- als offline in de doellanden om de bekendheid te vergroten en de doelgroep te informeren over de activiteiten binnen het programma.

### **II.1.5. Estimated total value**

Value excluding VAT: 1 096 501,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

## **II.2. Description**

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

Vietnam  
Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: VN Vietnam

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

Voorzien van de campagne in Vietnam.

### **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: 392 167,00 EUR

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

Duration in months: 36  
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: The Art of European Pork (VO 1144/2014)

### **II.2.14. Additional information**

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

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

India

Lot No: 2

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

79340000 Advertising and marketing services

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

NUTS code: IN India

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

Voorzien van de campagne in India.

##### **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: 352 167,00 EUR

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

Duration in months: 36

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: The Art of European Pork (VO 1144/2014)

### **II.2.14. Additional information**

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

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

Taiwan

Lot No: 3

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

79340000 Advertising and marketing services

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

NUTS code: TW Taiwan

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

Voorzien van de campagne in Taiwan.

#### **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: 352 167,00 EUR

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

Duration in months: 36

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: The Art of European Pork (VO 1144/2014)

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **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**

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#### **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: 05/12/2022 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: 05/12/2022 Local time: 10:00

### **Section VI: Complementary information**

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#### **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](mailto:frederik.kempinck@vlam.be)

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

Official name: Nederlandstalige Ondernemingsrechtbank Brussel

Postal address: Waterloolaan 70

Town: Brussel

Postal code: 1000

Country: Belgium

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

28/10/2022