

**Spain-Madrid: Business services: law, marketing, consulting, recruitment, printing and security**  
**OJ S 195/2023 10/10/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Banco de España

National registration number: Q2802472G

Postal address: Alcalá, 48

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28014

Country: Spain

Contact person: Banco de España

E-mail: [contratacion@bde.es](mailto:contratacion@bde.es)**Internet address(es):**Main address: <http://www.bde.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=AAOeCRmvUWmXQV0WE7IYPw%3D%3D>**I.4. Type of the contracting authority**

Other type: Otras Entidades del Sector Público

**I.5. Main activity**

Economic and financial affairs

**Section II: Object**

---

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

Contratación de los servicios de soporte y mantenimiento de las licencias para la difusión de las oportunidades de empleo y contenido relevante del Banco de España en la red social profesional LinkedIn

Reference number: 23/02127

**II.1.2. Main CPV code**

79000000 Business services: law, marketing, consulting, recruitment, printing and security

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Contratación de los servicios de soporte y mantenimiento de las licencias para la difusión de las oportunidades de empleo y contenido relevante del Banco de España en la red social profesional LinkedIn

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

This contract is divided into lots: no

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

Value excluding VAT: 233 955,00 EUR

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

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

NUTS code: ES300 Madrid

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

Contratación de los servicios de soporte y mantenimiento de las licencias para la difusión de las oportunidades de empleo y contenido relevante del Banco de España en la red social profesional LinkedIn

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

Cost criterion - Name: No aplica (negociado sin publicidad por exclusividad) / Weighting: 100

#### **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**

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

Proveedor único por razones técnicas

##### **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.2.8. 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:** 2023C380000013

**Title:**

Contratación de los servicios de soporte y mantenimiento de las licencias para la difusión de las oportunidades de empleo y contenido relevante del Banco de España en la red social profesional LinkedIn

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

28/09/2023

#### V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

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

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

Official name: World Talent Advertising and Communications, S.L.U.

National registration number: B84672344

Postal address: Miguel Yuste,21-23

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28037

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 389 925,00 EUR

Total value of the contract/lot: 233 955,00 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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

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

05/10/2023