

**France-Paris: Advertising consultancy services**

OJ S 247/2020 18/12/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Caisse d'amortissement de la dette

Postal address: Ministère de l'économie, des finances et de la relance, 139 rue de Bercy,  
Télédoc 287

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: [genevieve.gauthey@cades.fr](mailto:genevieve.gauthey@cades.fr)

Telephone: +33 140041541

**Internet address(es):**

Main address: <http://www.cades.fr/>

Address of the buyer profile: <http://cades.e-marchespublics.com>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://cades.e-merchespublics.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://cades.e-marchespublics.com>

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

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Assistance à la communication de la CADES

Reference number: 2021-623-01

**II.1.2. Main CPV code**

79341100 Advertising consultancy services

**II.1.3. Type of contract**

Services

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

Assistance conseil en stratégie de communication et accompagnement à la mise en œuvre d'actions de communication.

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

Value excluding VAT: 300 000,00 EUR

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

This contract is divided into lots: no

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

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

79341100 Advertising consultancy services

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

NUTS code: FR101 Paris

Main site or place of performance: CADES — ministère de l'économie, des finances et de la relance. 139 rue de Bercy — 75012 Paris.

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

Assistance à la communication. Accompagnement à la mise en œuvre d'actions de communication.

#### **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: 300 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Le présent marché est conclu pour une durée d'un an reconductible deux fois.

#### **II.2.10. Information about variants**

Variants will be accepted: yes

#### **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**

La valeur estimée du marché est celle reconductions comprises.

Marché à bons de commande sans minimum/maximum.

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

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#### **III.1. Conditions for participation**

### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Certificat d'inscription au registre professionnel ou au registre du commerce (dans les conditions prévues par la législation de l'État où le candidat est établi, en cas d'entreprise étrangère), ou, le cas échéant, motif de non indication d'un numéro d'enregistrement  
La totalité des critères est énoncée dans les documents de la consultation.

### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **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**

The procurement involves the establishment of a framework agreement  
Framework agreement with a single operator

#### **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: 29/01/2021 Local time: 12:00

#### **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**

French

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

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 10/02/2021 Local time: 09:30

Place:

Paris.

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: yes

### **VI.3. Additional information**

### **VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75004

Country: France

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

14/12/2020