

**France-Paris: Public relations services**  
**OJ S 200/2023 17/10/2023**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: bibliothèque publique d'information

Postal address: 25, rue du renard

Town: Paris Cedex 04

NUTS code: FR101 Paris

Postal code: 75197

Country: France

Contact person: Dominique ROUILLARD

E-mail: [servicejuridique@bpi.fr](mailto:servicejuridique@bpi.fr)

**Internet address(es):**

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

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr/app.php/entreprise/consultation/2400804?orgAcronyme=f5j>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/app.php/entreprise/consultation/2400804?orgAcronyme=f5j>

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

National or federal agency/office

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

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

**II.1.1. Title**

service de relations presse pour les manifestations orales de la Bpi

Reference number: 12102023

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

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

réalisation d'une mission de relations presse, dans le cadre des débats d'idées et de manifestations orales organisés par la Bpi

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

Value excluding VAT: 40 000,00 EUR

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

This contract is divided into lots: no

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

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

79416000 Public relations services

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

NUTS code: FR101 Paris

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

les prestations réalisées en étroite collaboration avec les équipes de la Bpi comprennent notamment :

&#61656; La mise en place d'une stratégie de relation presse adaptée pour chaque type d'évènement,

&#61656; La sensibilisation et l'accompagnement de la programmation,

&#61656; la recherche, la coordination et le suivi des partenariats,

&#61656; la recherches d'émissions radio - tv,

&#61656; l'organisation d'interviews,

&#61656; le suivi des retombées presse et bilan,

&#61656; la remise d'une revue de presse.

#### **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: 40 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

1 à 3 reconductions annuelles tacites de douze mois

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

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

possible conclusion de marchés négociés de prestations similaires

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

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#### III.1. Conditions for participation

##### 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

#### 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

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: yes

#### IV.2. Administrative information

##### IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 14/11/2023 Local time: 18:00

##### 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: 6 (from the date stated for receipt of tender)

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

Date: 15/11/2023 Local time: 15:00

### Section VI: Complementary information

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#### VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

second semestre 2027

**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**

12/10/2023