

**Belgium-Brussels: Advertising campaign services**

OJ S 238/2021 08/12/2021

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Direction Générale Communication extérieur

National registration number: 0308.357.951\_116

Postal address: Wetstraat - Rue de la Loi 16

Town: Brussel - Bruxelles

NUTS code: BE100 Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Postal code: 1000

Country: Belgium

E-mail: [caroline.joris@premier.fed.be](mailto:caroline.joris@premier.fed.be)**Internet address(es):**Main address: [www.premier.be](http://www.premier.be)Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=430924>**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=430924>

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=ADEXCOM-2021%2F021+-+BelPhenomenal-F02>Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://enot.publicprocurement.be/enot-war/displayForum.do?forumId=40841>**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**

General public services

**Section II: Object**

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

La poursuite de la campagne "La Belgique-Autrement Phénoménale".

Reference number: ADEXCOM-2021/021 - BelPhenomenal-F02\_0

**II.1.2.**

**Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le présent marché de services est lancé pour une période de 6 mois afin de poursuivre les actions de communication et de promotion de la Belgique, en fonction des opportunités et des besoins, tout en utilisant et en capitalisant sur le matériel de campagne déjà produit dans le cadre du précédent marché (slogans, baselines, visuels, vidéos, photos, roll-up, stands, goodies,...) dont le SPF Chancellerie du Premier ministre dispose contractuellement des droits d'utilisation, nous permettant ainsi de poursuivre notre campagne « La Belgique, Autrement Phénoménale ».

**II.1.5. Estimated total value****II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.3. Place of performance**

NUTS code: BE Belgique / België

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

- La stratégie
- La conception et la production de matériel (visuel, digital, vidéo, stand,...)
- L'adaptation et traduction
- L'acquisition d'espaces médias
- Les actions relations publiques
- Le monitoring
- Le suivi et la coordination

**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: 661 157,00 EUR

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

Duration in months: 6

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:  
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

### Section IV: Procedure

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#### IV.1. Description

##### IV.1.1. Type of procedure

Open procedure Accelerated procedure Justification:

L'urgence est motivée par les délais qu'imposent les premières prestations pour des événements

prévus dès janvier 2022, comme le World Economic Forum de Davos, et la journée belge de l'exposition universelle de Dubaï prévue en le 5 février 2022, nous utilisons le délai réduit de 15 jours suite à la publication du marché et ce sur base de l'article 36, § 3, de la loi du 17 juin 2016.

##### 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: yes

#### IV.2. Administrative information

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

Date: 20/12/2021 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

French, Dutch

##### 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: 20/12/2021 Local time: 10:00

### Section VI: Complementary information

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#### VI.1. Information about recurrence

This is a recurrent procurement: no

#### VI.3. Additional information

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

##### **VI.4.1. Review body**

Official name: Raad van State  
Postal address: Wetenschapsstraat 33  
Town: Brussel  
Postal code: 1040  
Country: Belgium  
E-mail: [info@raadvst-consetat.be](mailto:info@raadvst-consetat.be)

##### **VI.4.2. Body responsible for mediation procedures**

Official name: Federale Ombudsman  
Postal address: Leuvenseweg 48 bus 6  
Town: Brussel  
Postal code: 1000  
Country: Belgium  
E-mail: [contact@mediateurfederal.be](mailto:contact@mediateurfederal.be)

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

Official name: Raad van State  
Postal address: Wetenschapsstraat 33  
Town: Brussel  
Postal code: 1040  
Country: Belgium  
E-mail: [info@raadvst-consetat.be](mailto:info@raadvst-consetat.be)

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

03/12/2021