

657955-2026 - Competition

Belgium – Advertising and marketing services – Raamovereenkomst voor strategisch advies, ontwikkeling en uitvoering van de promotie- en communicatiecampagnes voor De Grote Verkeersquiz en andere projecten voor de VSV (Vlaamse Stichting Verkeerskunde)

OJ S 185/2026 24/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Vlaamse Stichting Verkeerskunde

Email: koen.ceulemans@vsv.be

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Raamovereenkomst voor strategisch advies, ontwikkeling en uitvoering van de promotie- en communicatiecampagnes voor De Grote Verkeersquiz en andere projecten voor de VSV (Vlaamse Stichting Verkeerskunde)

Description: Zie bestek.

Procedure identifier: 185231fc-82e2-4072-b22a-d8e6b2226c85

Internal identifier: 2026-VSV-LF-01-GVQ

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Arr. Mechelen (BE212)

Country: Belgium

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: 2026-VSV-LF-01-GVQ - 1

Description: Raamovereenkomst voor strategisch advies, ontwikkeling en uitvoering van de promotie- en communicatiecampagnes voor De Grote Verkeersquiz en andere projecten voor de VSV (Vlaamse Stichting Verkeerskunde)

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Arr. Mechelen (BE212)

Country: Belgium

5.1.3. Estimated duration

Other duration: Unknown

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/82d62e5b-d7b1-4297-a3ee-ed8455c98ce9/documents>

Ad hoc communication channel:

URL: <https://www.publicprocurement.be/publication-workspaces/82d62e5b-d7b1-4297-a3ee-ed8455c98ce9/forum>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.publicprocurement.be/supplier/enterprises/0/tendering-workspaces/publication-workspace-detail/82d62e5b-d7b1-4297-a3ee-ed8455c98ce9/general>

Languages in which tenders or requests to participate may be submitted: Dutch

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Deadline for receipt of requests to participate: 26/10/2026 10:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 100

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Vlaamse Stichting Verkeerskunde

Information about review deadlines: Zie bestek.

8. Organisations

8.1. ORG-0001

Official name: Vlaamse Stichting Verkeerskunde

Registration number: 0261150229_4623

Postal address: Stationsstraat 110

Town: Mechelen

Postcode: 2800

Country subdivision (NUTS): Arr. Mechelen (BE212)

Country: Belgium

Email: koen.ceulemans@vsv.be

Telephone: +32 495764316

Fax: +32 15446559

Internet address: <http://www.vsv.be>

Buyer profile: <https://www.publicprocurement.be/bda?organisationIds=4623&includeOrganisationChildren=true>

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: FOD Beleid en Ondersteuning

Registration number: BE001

Postal address: Simon Bolivarlaan 30, bus 1

Town: Brussel

Postcode: 1000

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: revise@publicprocurement.be

Telephone: +32 2 740 80 00

Internet address: <https://bosa.belgium.be>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 1161237c-87a4-4e95-a4ab-16890c571e1a - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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