

682508-2026 - Competition

Italy – Advertising and marketing services – Orizzonte Calabria

OJ S 192/2026 05/10/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: REGIONE CALABRIA

Email: gina.aquino@regione.calabria.it

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Orizzonte Calabria

Description: Servizi di promozione, comunicazione e marketing turistico

Procedure identifier: 22ad1bff-0390-42c1-bc00-2fb7a25e4b34

Type of procedure: Open

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): Catanzaro (ITF63)

Country: Italy

2.1.3. Value

Estimated value excluding VAT: 95 200 000,00 EUR

Maximum value of the framework agreement: 95 200 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: LOTTO 1 ITALIA

Description: Servizi di ideazione, produzione, pianificazione, gestione e rendicontazione di campagne di marketing territoriale digitale per la promozione turistica della Regione Calabria ("Destinazione Calabria") sui seguenti mercati regionali: Liguria, Lombardia, Piemonte, Valle d'Aosta, Emilia-Romagna, Friuli-Venezia Giulia, Trentino-Alto Adige, Veneto, Lazio, Marche, Toscana, Umbria.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Postal address: Viale Europa, 35

Town: GERMANETO

Postcode: 88100

Country subdivision (NUTS): Catanzaro (ITF63)

Country: Italy

5.1.3. Estimated duration

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 45 500 000,00 EUR

Maximum value of the framework agreement: 45 500 000,00 EUR

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

Deadline for requesting additional information: 26/10/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://sisgap.regione.calabria.it>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://sisgap.regione.calabria.it/>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/11/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 180 Days

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: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TAR CALABRIA - CATANZARO

Information about review deadlines: 30 GIORNI

5.1. Lot: LOT-0002

Title: LOTTO 2 EUROPA

Description: Servizi di ideazione, produzione, pianificazione, gestione e rendicontazione di campagne di marketing territoriale digitale per la promozione turistica della Regione Calabria ("Destinazione Calabria") sui seguenti mercati nazionali: Regno Unito, Irlanda, Francia, Belgio, Olanda, Lussemburgo, Spagna, Portogallo, Albania, Bosnia, Croazia, Repubblica Ceca, Slovacchia, Svizzera, Liechtenstein, Austria, Slovenia, Germania, Norvegia, Svezia, Finlandia, Danimarca, Malta, Ungheria, Polonia, Turchia, Russia, Bielorussia, Kazakistan, Moldavia, Ucraina, Estonia, Lettonia, Lituania, Armenia, Azerbaijan, Georgia, Bulgaria, Grecia, Macedonia, Romania, Serbia, Montenegro.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Postal address: Viale Europa, 35

Town: GERMANETO

Postcode: 88100

Country subdivision (NUTS): Catanzaro (ITF63)

Country: Italy

5.1.3. Estimated duration

Other duration: Unknown

5.1.5. Value

Estimated value excluding VAT: 49 700 000,00 EUR

Maximum value of the framework agreement: 49 700 000,00 EUR

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

Deadline for requesting additional information: 26/10/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

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5.1.15. Techniques

Framework agreement:

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Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TAR CALABRIA - CATANZARO

Information about review deadlines: 30 GIORNI

8. Organisations

8.1. ORG-0001

Official name: REGIONE CALABRIA

Registration number: 02205340793

Town: GERMANETO DI CATANZARO

Postcode: 88100

Country subdivision (NUTS): Catanzaro (ITF63)

Country: Italy

Contact point: AQUINO GINA

Email: gina.aquino@regione.calabria.it

Telephone: 0961858787

Roles of this organisation:

Buyer

Central purchasing body awarding public contracts or concluding framework agreements for works, supplies or services intended for other buyers

8.1. ORG-0002

Official name: TAR CALABRIA - CATANZARO

Registration number: 97003130792

Postal address: Via De Gasperi 76
Town: CATANZARO
Postcode: 88100
Country subdivision (NUTS): Catanzaro (ITF63)
Country: Italy
Contact point: Segreteria Tar Catanzaro
Email: tarcz-segrprotocolloamm@ga-cert.it
Telephone: +39 0961 531411

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 80a37f9d-d164-429e-a3f9-38a5f4928079 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
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