

France-Paris: Advertising campaign services

OJ S 232/2023 01/12/2023

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: campus france

Postal address: 28 rue de la Grange aux Belles

Town: Paris

NUTS code: FR10 Ile-de-France

Postal code: 75010

Country: France

Contact person: Herve de Kersabiec

E-mail: Marches.publics@campusfrance.org

Telephone: +33 140405875

Internet address(es):Main address: <https://www.campusfrance.org/fr>Address of the buyer profile: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2180711&orgAcronyme=c8v>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr/index.php?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2430291&orgAcronyme=c8v>

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/index.php?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2430291&orgAcronyme=c8v>**I.4. Type of the contracting authority**

Regional or local agency/office

I.5. Main activity

Education

Section II: Object

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

conception et mise en oeuvre d'une campagne de communication mondiale pour l'attractivité des études en France

Reference number: CF_2024_01

II.1.2.

Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

conception et mise en oeuvre d'une campagne de communication mondiale pour l'attractivité des études en France

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

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FRF1 Alsace

II.2.4. Description of the procurement

conception et mise en oeuvre d'une campagne de communication mondiale pour l'attractivité des études en France

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

Duration in months: 48

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: yes

Description of options:

campus France se réserve la possibilité de confier ultérieurement au titulaire du marché, en application des Articles L. 2122-1 et R. 2122-7 du code de la commande publique, un ou plusieurs nouveaux marchés ayant pour objet la réalisation 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**

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

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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: 03/01/2024 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: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 03/01/2024 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

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 Cedex 04

Postal code: 75181

Country: France

E-mail: Grefe.ta-paris@juradm.fr

Internet address: <http://paris.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

27/11/2023