

**Netherlands-Hillegom: Promotional services**  
**OJ S 247/2023 22/12/2023**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Royal Anthos

Postal address: Postbus 120

Town: Hillegom

NUTS code: NL337 Agglomeratie Leiden en Bollenstreek

Postal code: 2182 BD

Country: Netherlands

Contact person: M.J Terwindt

E-mail: [secretariaat@anthos.org](mailto:secretariaat@anthos.org)

Telephone: +31 252535080

**Internet address(es):**

Main address: <https://www.anthos.org>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.anthos.org/hoofdmenu/over-royal-anthos/flower-bulbs-from-europe-make-the-united-states-bloom>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

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

Other type: Branche organisatie

**I.5. Main activity**

Other activity: Belangenbehartiging Groothandelsbedrijven bloembollen en boomkwekerijproducten

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**Section II: Object**

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

**II.1.1. Title**

Flower Bulbs from Europe make the United States Bloom 2024 - 2026 Promotion Agency

**II.1.2. Main CPV code**

79342200 Promotional services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Er zijn drie hoofddoelstellingen geformuleerd voor deze campagne.

1. Het stabiliseren en versterken van het bloembollenbewustzijn onder consumenten in de VS;
2. Verander 'bloembollen bewuste consumenten' in 'bloembollen geschoolde consumenten' om huidige en toekomstige vooruitzichten binnen de bloembollenmarkt in de VS te versterken;
3. Stabiliseren en verhogen van de totale bloembollen exportwaarde met 2,9 miljoen Euro tegen begin 2026.

Deze doelstellingen worden aangevuld met drie activiteiten die elk jaar van de campagne worden voortgezet.

campagne.

1. Een mediacampagne gericht op het creëren van bewustzijn over Europese bloembollen (AWA);
2. Een mediacampagne gericht op het voorlichten van consumenten over Europese bloembollen (EDU);
3. Eén of meer tulpendagevenementen, waarbij zowel bewustwording wordt gecreëerd als consumenten worden voorgelicht over Europese bloembollen (TUL).  
bloembollen (TUL).

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

Value excluding VAT: 1 000 000,00 EUR

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

This contract is divided into lots: no

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

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

NUTS code: US United States

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

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bloembollen (TUL).

##### **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: 1 000 000,00 EUR

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

Start: 01/02/2024 End: 31/01/2027

This contract is subject to renewal: no

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

Variants will be accepted: yes

#### **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:  
yes

Identification of the project: Flower Bulbs from Europe make the United States Bloom

#### **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 Accelerated procedure Justification:

Start programma per 1 februari 2024

##### **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: no

#### **IV.2. Administrative information**

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

Date: 31/12/2023 Local time: 09:00

##### **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**

English, Dutch

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 2 (from the date stated for receipt of tender)

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

Date: 31/12/2023 Local time: 09:30

**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: Rechtbank Den Haag

Postal address: Postbus 20302

Town: Den Haag

Postal code: 2500 EH

Country: Netherlands

Telephone: +31 703813131

Internet address: <https://www.rechtspraak.nl/organisatie/rechtbanken/den-Haag/Contact/Pages/default.aspx>

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

19/12/2023