

B-Brussels: implementation of the EU 'Gateway' programme

2007/S 91-111348

Contract notice

Services

Section I: Contracting authority

I.1) Name, addresses and contact point(s):

European Commission, Directorate-General for External Relations, Directorate C, Unit 2, attn: Alan Seatter, Director, CHAR 14/146, B-1049 Brussels. Fax (32-2) 299 10 33.

Further information can be obtained from:

European Commission, Directorate-General for External Relations, Unit for Relations with Australia, Japan, Korea and New Zealand, attn: Eric Hamelinck, CHAR 14/173, B-1049 Brussels. Fax (32-2) 299 10 33. E-mail: eric.hamelinck@ec.europa.eu.

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

European Commission, Directorate-General for External Relations, Unit for Relations with Australia, Japan, Korea and New Zealand, attn: Eric Hamelinck, CHAR 14/173, B-1049 Brussels. Fax (32-2) 299 10 33. E-mail: eric.hamelinck@ec.europa.eu.

Tenders or requests to participate must be sent to:

European Commission, Directorate-General for External Relations, Unit C.2, Unit for Relations with Australia, Japan, Korea and New Zealand, attn: Gerhard Lohan, CHAR 14/153, B-1049 Brussels. Fax (32-2) 299 10 33. E-mail: Gerhard.Lohan@ec.europa.eu.

I.2) Type of the contracting authority and main activity or activities:

European institution/agency or international organisation.

Section II: Object of the contract

II.1) Description

II.1.1) Title attributed to the contract by the contracting authority:

Implementation of the EU 'Gateway' programme.

II.1.2) Type of contract and location of works, place of delivery or of performance:

Services.

Service category No 11.

Main place of performance:

lot 1: B-Brussels;

lot 2: European Union, Japan and Korea;

lot 3: Japan;

lot 4: Korea.

II.1.5) Short description of the contract or purchase(s):

The objective of the EU 'Gateway' programme is to assist European Union companies in a proactive manner in their attempts to get a strong foothold on the Japanese and Korean market. The EU 'Gateway' programme will help European businesses to succeed in Japan and Korea by providing support at the crucial early stages of their market penetration strategy.

Selected companies will receive a comprehensive service providing assistance, advice and business contacts. They will benefit from enhanced visibility and credibility through their appearance in a European Union context in Japan and Korea. The participation of companies in EU 'Gateway' events needs to be adequately integrated in the companies' own strategy for entering these markets.

Introducing strategically-prepared companies to potential Japanese or Korean business partners is at the core of the interest that the programme raises in Japan and in Korea.

The EU 'Gateway' programme will focus on business cooperation opportunities in highly technological fields (environmental technologies, information and communication technologies, healthcare and medical technologies and construction and building technologies) and in some other sectors where EU companies have a very high potential for market penetration (fashion and interior design).

The programme aims at helping potentially interested companies to develop a strategy upfront, to check the feasibility of their strategy during real business-to-business meetings with companies in Japan or Korea and to adjust their strategy whenever needed based on the experience gained during these meetings.

Logically, companies with the appropriate (market, product, technology) potential and which have — throughout the EU 'Gateway' programme's lifespan — developed/improved a market penetration strategy for Japan and/or Korea, will eventually conclude business deals in these target countries.

The EU 'Gateway' campaign will be organised in cycles of sector-events which shall each consist of 6 events for Japan and 3 events for Korea. The Commission aims at organising 30 to 33 events for Japan and 15 to 18 events for Korea during the entire campaign (reference period 2007–2013).

The working language of the EU 'Gateway' programme is English.

II.1.6) Common procurement vocabulary (CPV):

74141000, 74131000, 74141110, 74141600, 74142000.

II.1.7) Contract covered by the Government Procurement Agreement (GPA):

Yes.

II.1.8) Division into lots:

Yes.

II.1.9) Variants will be accepted:

No.

II.2) Quantity or scope of the contract

II.2.1) Total quantity or scope:

The EU 'Gateway' programme shall be implemented by contractors for 4 complementary assignments/lots which are individually described in 'Information about lots' of this contract notice.

The EU 'Gateway' programme will run in the period 2007–2013. Although contracts shall be concluded within this period, activities related to the EU 'Gateway' events which will be organised in 2013 can continue into 2014.

This will be specifically mentioned in the contracts.

The maximum budget available for the execution of the 4 lots taken together is EUR 42 000 000. The sum of the budgets proposed for the execution of the 4 lots cannot exceed this amount.

Information about lots

Lot No 1

1) **Short description:**

Central management unit.

The task of this lot 1 contractor shall consist of:

- the development of management tools and procedures (public relations and general promotion, campaign web site, market and sector studies, central data management),
- programme coordination and daily management (validation of selections, coordination, monitoring, reporting and liaising with the Commission).

The working language of the EU 'Gateway' programme will be English.

The premises in which this contractor will exercise this assignment shall be in B-Brussels.

2) **Common procurement vocabulary (CPV):**

74141000, 74142100.

3) **Quantity or scope:**

The lot 1 contractor shall carry out the assignment during the reference periods mentioned in contracts concluded in the period 2007–2013.

The maximum budget for the lot 1 assignment is EUR 4 000 000.

Lot No 2

1) **Short description:**

Coaching network.

In the European Union, the lot 2 contractor will be responsible for:

- the development and updating of operational tools and procedures,
- the regional execution of the promotion campaign for the launch of the EU 'Gateway' programme,
- the implementation of the sector-related promotion and information,
- the recruitment of potential candidates,
- the assessment of applications and the pre-selection of suitable participants to EU 'Gateway' events,
- the pre-departure preparation,
- the provision of services and coaching to the selected companies,
- the transfer of information allowing the operators in Japan and Korea to correctly execute the EU 'Gateway' events,
- (after return of EU companies from a 'Gateway' event) the debriefing and follow-up of companies within a specified time frame.

In Japan and in Korea, the lot 2 contractor will be in charge of:

- the provision of services, of customised individual support and of coaching of visiting EU companies,
- the individual operational debriefings,
- the feedback to the Central Management Unit and to the network offices in the European Union.

In order to correctly carry out this assignment, the lot 2 contractor shall avail of offices in the EU, in Japan and in

Korea. All the coaching network operators will apply a unique 'modus operandi' in order to guarantee equal service to all beneficiaries.

The working language of the EU 'Gateway' programme will be English.

2) **Common procurement vocabulary (CPV):**

74140000.

3) **Quantity or scope:**

The lot 2 contractor shall carry out the assignment during the reference periods mentioned in contracts concluded in the period 2007–2013.

The lot 2 contractor shall abide by performance indicators which will be specified in the tender specifications.

The maximum budget for the lot 2 assignment is EUR 16 000 000.

Lot No 3

1) **Short description:**

Operational unit in Japan.

The contractor for this lot 3 will assume key responsibilities which are essential for an optimal execution of the EU 'Gateway' business weeks in Japan. The assignment consists of 3 main groups of activities: public relations and marketing, logistics and practical support to the European Union companies during their participation in EU 'Gateway' events in Japan, and administrative management of the campaign in Japan.

The working language of the EU 'Gateway' programme will be English.

2) **Common procurement vocabulary (CPV):**

74141600, 74142100, 74876000.

3) **Quantity or scope:**

The lot 3 contractor shall carry out the assignment during the reference periods mentioned in contracts concluded in the period 2007–2013.

The maximum budget for the lot 3 assignment is EUR 15 000 000.

Lot No 4

1) **Short description:**

Operational unit in Korea.

The contractor for this lot 4 will assume key responsibilities which are essential for an optimal execution of the EU 'Gateway' business weeks in Korea. The assignment consists of 3 main groups of activities: public relations and marketing, logistics and practical support to the European Union companies during their participation in EU 'Gateway' events in Korea, and administrative management of the campaign in Korea.

The working language of the EU 'Gateway' programme will be English.

2) **Common procurement vocabulary (CPV):**

74141600, 74142100, 74876000.

3) **Quantity or scope:**

The lot 4 contractor shall carry out the assignment during the reference periods mentioned in contracts concluded in the period 2007–2013.

The maximum budget for the lot 4 assignment is EUR 7 000 000.

Section III: Legal, economic, financial and technical information

III.1) Conditions relating to the contract

III.1.1) Deposits and guarantees required

III.1.2) Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:

Conditions of the standard Commission service contract. Terms of payment are stated in the specifications.

III.2) Conditions for participation

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:

Information and formalities necessary for evaluating if requirements are met:

Candidates shall be excluded from participation in this procurement procedure if:

a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulation;

b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of 'res judicata';

c) they have been guilty of grave professional misconduct proven by any means which the contracting authority can justify;

d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting authority or those of the country where the contract is to be performed;

e) they have been the subject of a judgment which has the force of 'res judicata' for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Communities' financial interests;

f) following another procurement procedure or grant award procedure financed by the Community budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

Candidates must certify that they are not in any of the above-mentioned situations.

The following information is accepted as satisfactory evidence that the candidate is not in any of the situations described in point (a), (b) or (e): production of a recent extract from the judicial record or, failing that, a recent equivalent document issued by a judicial or administrative authority in the country of origin or provenance showing that those requirements are satisfied.

The contracting authority shall accept, as satisfactory evidence that the candidate is not in the situations described in point (d), a recent certificate issued by the competent authority of the State concerned.

Where no such certificate is issued in the country concerned, it may be replaced by a sworn or, failing that, a solemn statement made by the interested party before a judicial or administrative authority, a notary or a qualified professional body in his country of origin or provenance.

Depending on the national legislation of the country in which the candidate is established, the documents referred to in the above paragraphs shall relate to legal persons and/or natural persons including, where considered necessary by the contracting authority, company directors or any person with powers of representation, decision-making or control in relation to the candidate.

Wherever the candidate is a consortium of firms or groups of service providers, the above-mentioned

information must be provided for each member or group.

A contract shall not be awarded to candidates or tenderers who, during the procurement procedure for this contract:

- are subject to a conflict of interest,
- are guilty of misrepresentation in supplying the information required by the contracting authority as a condition of participation in the procurement procedure or fail to supply this information,
- find themselves in any of the situations of exclusion referred to above (points (a) to (f)).

Legal position — means of proof required:

The candidate should provide the following information:

- legal status of the company/organisation,
- name and title of the person entitled to sign,
- in case of requests from consortia of firms or groups of service providers: the role, qualifications and experience of each member or group,
- VAT No and complete banking reference (account number and bank's name, full address of the local branch, international bank code or SWIFT code or IBAN code).

Wherever the candidate is a consortium of firms or groups of service providers, the above-mentioned information must be provided for each member or group. The tender should also make clear the legal status of the consortium.

III.2.2) **Economic and financial capacity:**

Information and formalities necessary for evaluating if requirements are met:

Evidence of the candidate's economic and financial capacity to perform the tasks involved in this contract notice:

- a full set of financial statements, comprising at least a balance sheet and profit and loss account for the last 3 financial (or fiscal) years or the annual budget (income and expenditure) of the last 3 years in the case of semi-public or non-profit organisations, where the bidder is required by law to produce such statements. It is to be noted that where the relevant company law requires these financial statements to be audited, the auditor's statement should be included and where the candidate bidder is not required to produce full financial statements, other internal reports of management accounts establishing financial capacity should be submitted,
- a copy of enrolment in the trade register (if not available, explain why),
- a certified statement of earnings over the last 3 financial (or fiscal) years,
- a banker's statement and/or evidence of professional risk indemnity insurance,
- a declaration of independence; the bidder should have no conflict of interest and be completely independent,
- a statement with the details of educational and professional qualifications of all the persons to be involved directly in the provision of the services,
- a statement describing the organisational and physical assets available for carrying out the services to be provided and the accounting and administrative structure to monitor the services to be provided,
- a statement indicating the proportion of the contract which the service provider may want to subcontract.

The Commission will conclude a contract following this tender with a single legal counterpart for each lot or combined group of lots. Where the candidate that will complete the contract represents a consortium of firms or groups of service providers, the above-mentioned financial information must be provided for each member or group.

Where the candidate wishes to subcontract or otherwise rely on the capacities of other entities, it must in that case prove that it will have at its disposal the resources necessary for the performance of the contract, for

example by producing an undertaking on the part of those entities to place those resources at its disposal.

III.2.3) **Technical capacity:**

Information and formalities necessary for evaluating if requirements are met:

To prove the bidders' expertise and professional experience in the area of the service required and which are relevant (both in type and in volume) to the contract, bidders will submit with the offer:

For lot 1:

- 1) a substantiated declaration that bidder has proven capacity to:
 - (a) coordinate, manage and monitor complex projects which are implemented by operators in the European Union, Japan and in Korea; and
 - (b) to liaise with the European Commission. This declaration shall furthermore give evidence of bidder's ability to regularly organise working parties, as well as evidence of its experience in the field of development and implementation of public relations actions and initiatives;
- 2) a declaration that elaborates on bidder's capacities to develop and apply management methodologies and procedures for the implementation of complex programmes such as the EU 'Gateway' programme;
- 3) a list of projects in the field of business cooperation or development for the past 5 years, demonstrating the bidder's ability to manage and monitor large projects;
- 4) a declaration that bidder has experience in accounting, budget and finance rules and in the management of projects.

For lot 2:

- 1) a substantiated declaration that bidder has a well-established organisation which, through offices or delegated representatives:
 - (a) in the European Union: can reach all European Union companies, as specified in point II.1.6 above, the European and EU Member States sector organisations and all other relevant economic actors/operators in the EU;
 - (b) in Japan and in Korea: can reach all local companies with an effective potential for cooperation with EU companies as specified in point II.1.6 above, the local sector organisations as well as all other relevant economic actors/operators in Japan and Korea.

This declaration will describe how the organisation is set up in the EU, in Japan and in Korea thereby mentioning names, addresses and number of staff employed for each of the members of the organisation. The declaration should also confirm the capacity of each member of the organisation to assess companies' suitability and capacity to participate in EU 'Gateway' events from an economic, financial and strategic perspective.

The declaration should furthermore confirm the organisations' ability to inform companies on the benefits of the EU 'Gateway' Programme, on business opportunities in Japan and Korea and on the Japanese and Korean business culture.

Finally, the declaration should provide evidence on the organisation's capacity to provide coaching to EU companies throughout the entire cycle of any given EU 'Gateway' programme event;

- 2) a declaration that elaborates on bidder's capacities to develop and apply operational methodologies and procedures for the implementation of complex programmes such as the EU 'Gateway' programme;
- 3) a list of projects in related fields for the past 5 years demonstrating bidder's capacity, knowledge of international strategic business cooperation focusing on European companies;
- 4) a list of projects in related fields for the past 5 years demonstrating bidder's sector-specific knowledge as

related to the EU 'Gateway' programme's sectors;

5) a declaration that bidder has the conceptual and administrative ability to manage complex tasks, to coordinate a large international team that will operate in the EU, in Japan and in Korea, to liaise with a central management unit and with the other contractors in this assignment;

6) a declaration that bidder has experience in accounting, budget and finance rules and in the management of projects.

For lot 3 and lot 4:

1) substantiated proof that bidder is a well-established Japanese (lot 3) or Korean (lot 4) company with a long-term experience in public relations, marketing and organisation of international business events;

2) proof that bidder has operational experience in the field of assistance to foreign companies with regard to logistics (import procedures, customs clearance, event facilitation etc.);

3) proof that bidder is experienced in the field of promotional activities, including contacts with editors, lay-out companies, printshops and with the economic and sector-related press;

4) a declaration that bidder has the conceptual and administrative capacity to manage complex projects, to coordinate with other contractors for this assignment as well as to liaise with the services of the European Commission;

5) a declaration that bidder has experience in accounting, budget and finance matters and in project management;

6) a documented statement that bidder has the capacity to fluently operate in English and in Japanese (lot 3) or Korean (lot 4).

For joint tenders, the selection criteria will be applied to each of the members of the group individually, and to the group as a whole. Where any subcontractor is responsible for over 25 % of the services required under the contract, the same selection criteria will be applied to it.

III.3) Conditions specific to services contracts

III.3.1) Execution of the service is reserved to a particular profession:

No.

III.3.2) Legal entities should indicate the names and professional qualifications of the staff responsible for the execution of the service:

Yes.

Section IV: Procedure

IV.1) Type of procedure:

Open.

IV.2) Award criteria:

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document.

IV.3) Administrative information

IV.3.4) Time-limit for receipt of tenders or requests to participate:

7.8.2007 (16:00).

IV.3.6) Language(s) in which tenders or requests to participate may be drawn up:

Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian,

Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish.

IV.3.7) **Minimum time frame during which the tenderer must maintain the tender:**

Duration: 9 months from the date stated for receipt of tenders.

Section VI: Complementary information

VI.2) **Contract related to a project and/or programme financed by EU funds**

No.

VI.3) **Additional information:**

Framework agreement: no.

Other relevant nomenclature (CPA/NACE/CPC): CPC 86503.

Non-mandatory notice: no.

Division into lots: tenders may be submitted for 1 lot, several lots.

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

2.5.2007.