Germany-Frankfurt am Main: Provision of Event Agency Services
2021/S 100-262675

Social and other specific services – public contracts

Contract award notice

Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1) Name and addresses
Official name: European Central Bank
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Postal code: 60314
Country: Germany
Contact person: Central Procurement Division (CPO)
E-mail: procurement@ecb.europa.eu
Telephone:  +49 69/13440
Fax:  +49 69/13447110
Internet address(es):
Main address: http://www.ecb.europa.eu

I.4) Type of the contracting authority
European institution/agency or international organisation

I.5) Main activity
Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title:
Provision of Event Agency Services
Reference number: PRO-004738

II.1.2) Main CPV code
79952000 Event services

II.1.3) Type of contract
Services

II.1.4) Short description:
The ECB is seeking a supplier for the provision of event agency services for the bank's flagship annual event, the ECB Forum on Central Banking (EFCB). The EFCB was held for the first time in May 2014 and takes place annually with approximately 200 high-level participants. Since 2014 the venue has been in Sintra, Portugal. In 2020 the event is scheduled to take place from 29 June to 1 July. In the future, the event may take place in a
different location, possibly outside of Portugal but within the European Union. The ECB is planning to award a contract for a maximum of 4 years of duration.

II.1.6) **Information about lots**
This contract is divided into lots: no

II.1.7) **Total value of the procurement (excluding VAT)**
Value excluding VAT: 1 480 000.00 EUR

II.2) **Description**

II.2.2) **Additional CPV code(s)**
79956000 Fair and exhibition organisation services

II.2.3) **Place of performance**
NUTS code: DE7 Hessen
NUTS code: PT1 Continente
Main site or place of performance:
The services are currently required in Portugal, however the ECB may decide to change the event location to another EU country.

II.2.4) **Description of the procurement:**
It is the intention of the ECB to award a framework agreement for the tenderer offering best value for money. The tasks of the successful event agency may include:

(a) consultancy services including:
   • development of and advising on the event concept based on input from the ECB;
   • define ideas for designing and implementing the conference-related content, the room set-up, state-of-the-art technical facilities and innovative solutions;
   • advise on the communication strategy;

(b) project management, coordination of all preparatory tasks, event management on-site and provision of services including:
   • invitation and registration management including maintenance of participants' records in electronic form on a secure platform, distribution of invitations, management of queries from invitees and provision of regular participant status reports;
   • design services;
   • security services, including provision of screening lanes (X-ray machines and tents) and staff, outdoor security cameras, barriers and coordination of security services with all stakeholders (e.g. ECB security and various local authorities);
   • set-up of the conference rooms and other rooms of the venue (e.g. press room) including but not limited to construction and set-up of stages for the conference, dinner and press rooms, registration and welcome desk, provision of furniture and equipment (e.g. tents and pavilions for outdoor interviews, bar stools for registration), production and set-up of backdrops for the conference areas;
   • technical and IT services for conference, dinner and press rooms, including set-up of all technical equipment needed to project presentations by speakers (lecterns, screens, all audio-visual equipment), sufficient lighting
of the stage and conference area, and various equipment (e.g. iPads, cordless microphones, laptops, copy machines);
• technology supervision, operations and support services on site;
• multimedia services, including live video transmission of speeches and presentations from the conference venue to the press room and photography;
• production of printed materials (e.g. banners, signposts, programme booklets);
• provision of staff, e.g. reception staff/hostesses;
• logistical and transportation services including VIP services at the airport, busses and limousines;
• planning, preparing, set-up and dismantling of an exhibition for young economists at the conference venue, including technical equipment to display e-posters and voting stations to choose the best contributions;
• other services, e.g. entertainment.
(c) Optional services including
• filming, video production and live webcast the entire EFCB.

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 IV: Procedure
IV.1) Description
IV.1.1) Form of procedure
Procedure involving negotiations
IV.1.3) Information about framework agreement
The procurement involves the establishment of a framework agreement
IV.1.10) Identification of the national rules applicable to the procedure:

IV.1.11) Main features of the award procedure:

IV.2) Administrative information
IV.2.1) Previous publication concerning this procedure
Notice number in the OJ S: 2020/S 052-122406

IV.2.9) Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract
Contract No: 1
Title:
Provision of Event Agency Services
A contract/lot is awarded: yes

V.2) Award of contract
V.2.1) Date of conclusion of the contract:
21/04/2021
V.2.2) Information about tenders
Number of tenders received: 4
Number of tenders received from SMEs: 4
V.2.3) Name and address of the contractor
Official name: Pomilio Blumm Srl
National registration number: PE-83649
Postal address: Via Venezia 4
Town: Pescara
NUTS code: ITF1 Abruzzo
Postal code: 65121
Country: Italy
Internet address: www.pomilioblumm.eu
The contractor is an SME

V.2.4) Information on value of the contract/lot (excluding VAT)
Initial estimated total value of the contract/lot: 1 500 000.00 EUR
Total value of the contract/lot: 1 480 000.00 EUR

V.2.5) Information about subcontracting

Section VI: Complementary information
VI.3) Additional information:
The documentation for this procurement can be downloaded from the ECB website in the section 'Tenders' under the title of this procedure.
The downloading of the documentation does not provide for your participation. You must submit your interest to the ECB, on time, in the format requested as instructed in the documentation.
Should you experience any problems in downloading the documentation please contact the ECB under the following email address: procurement@ecb.europa.eu quoting the procurement number and the problem experienced.
The ECB shall endeavor to answer all queries as quickly as possible but cannot guarantee a minimum time response. The ECB shall not be bound to reply to queries received less than seven calendar days before the time-limit for the submission of tenders.
The procurement procedure shall be open on equal terms to all natural or legal persons resident or located in the European Union and to all natural and legal persons resident or located in a country which has ratified the World Trade Organisation Agreement on Government Procurement or has concluded with the European Union a bilateral agreement on procurement under the conditions laid down in the said agreements.
During the procurement procedure, tenderers shall not contact any other ECB staff members or organisations/persons working for the ECB with regard to this tender procedure than the person indicated in Section I.1). Tenderers shall also not contact potential competitors unless they intend to form a temporary grouping with them or to involve them as subcontractors. Any violation of this communication rule may lead to the exclusion of the tenderer in question.

VI.4) Procedures for review
VI.4.1) Review body
Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Postal address: Sonnemannstrasse 20
Town: Frankfurt-am-Main
Postal code: 60314
Country: Germany
Telephone: +49 6913440
Fax: +49 6913446886
Internet address: http://www.ecb.europa.eu

VI.4.2) **Body responsible for mediation procedures**
Official name: European Ombudsman
Postal address: 1 avenue du Président Robert Schuman
Town: Strasbourg
Postal code: 67001
Country: France

VI.4.4) **Service from which information about the review procedure may be obtained**
Official name: Central Procurement Office
Postal address: Sonnemannstrasse 20
Town: Frankfurt-am-Main
Postal code: 60314
Country: Germany
Telephone: +49 6913440
Internet address: http://www.ecb.europa.eu

VI.5) **Date of dispatch of this notice:**
14/05/2021