

# SERVICE CONTRACT NOTICE

## Provision of Services for External Provider of Marketing TA Support, Serbia

### 1. Reference

1-06-404-52/2023

### 2. Procedure

Single tender

### 3. Programme title

Country Action Programme for the Republic of Serbia for the year 2019 - EU Support to Competitiveness, Research & Development, and Innovation

### 4. Financing

Financing Agreement

### 5. Contracting authority

Development Agency of Serbia, Belgrade, Serbia

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## CONTRACT SPECIFICATION

### 6. Nature of contract

Fee-based

### 7. Contract description

Development Agency of Serbia (RAS) and Ministry of Economy (MoE) have been awarded direct grant from IPA 2019 Programme, “IPA 2019 – Direct Grant to the Development Agency of Serbia – Scaled up and technologically improved production capacity solutions among micro and small enterprises and entrepreneurs”. The overall objective of the Action is to contribute to increased competitiveness of the Serbian economy by supporting investment of micro, small and medium enterprises in modernization of production equipment and expansion of production facilities. Purpose of the Action is to provide scaling up of very successful national program Programme for purchase of equipment (PEP), which has been implemented for several previous years.

Action shall be implemented through three main Components: Component 0 – Management of the Action; Component 1 – Implementation of PEP; Component 2 – Implementation of TA support.

Under Component 0, the need for the expertise of the external marketing expert (TA) is foreseen. Development Agency of Serbia needs assistance and external expertise in implementing marketing activities in line with the Action objectives, which shall be performed through services of the engaged External Provider of Marketing TA Support.

## **8. Number and titles of lots**

One lot only

## **9. Maximum budget**

EUR 20,000.00

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# **CONDITIONS OF PARTICIPATION**

## **10. Eligibility**

Participation is open to all natural persons who are nationals of and legal persons [participating either individually or in a grouping (consortium) of tenderers] which are effectively established in a Member State of the European Union or in a eligible country or territory as defined under the Regulation (EU) No 236/2014 establishing common rules and procedures for the implementation of the Union's instruments for external action (CIR) for the applicable instrument under which the contract is financed (see also heading 23 below). Participation is also open to international organizations.

For UK candidates or tenderers: Please be aware that following the entry into force of the EU-UK Withdrawal Agreement\* on 1 February 2020 and in particular Articles 127(6), 137 and 138, the references to natural or legal persons residing or established in a Member State of the European Union and to goods originating from an eligible country, as defined under Regulation (EU) No 236/2014\*\* and Annex IV of the ACP-EU Partnership Agreement\*\*\*, are to be understood as including natural or legal persons residing or established in, and to goods originating from, the United Kingdom \*\*\*\*. Those people and goods are therefore eligible for this call.

\* Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community.

\*\* Regulation (EU) No 236/2014 of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external action.

\*\*\* Annex IV to the ACP-EU Partnership Agreement, as revised by Decision 1/2014 of the ACP-EU Council of Ministers (OJ L196/40, 3.7.2014)

\*\*\*\* including the Overseas Countries and Territories having special relations with the United Kingdom, as laid down in Part Four and Annex II of the TFEU

## **11. Number of tenders**

No more than one tender can be submitted by a natural or legal person whatever the form of participation (as an individual legal entity or as leader or member of a consortium submitting a tender). In the event that a natural or legal person submits more than one tender, all tenders in which that person has participated will be excluded.

## **12. Grounds for exclusion**

As part of the tender, tenderers must submit a signed declaration, included in the tender form, to the effect that they are not in any of the exclusion situations listed in Section 2.6.10.1. of the practical guide.

Tenderer included in the lists of EU restrictive measures (see Section 2.4. of the PRAG) at the moment of the award decision cannot be awarded the contract.

### **13. Sub-contracting**

Subcontracting is not allowed.

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## **PROVISIONAL TIMETABLE**

### **14. Provisional commencement date of the contract**

October 2023

### **15. Implementation period of the tasks**

24 months

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## **SELECTION AND AWARD CRITERIA**

### **16. Selection criteria**

The following selection criteria will be applied to the tenderers. In the case of tenders submitted by a consortium, these selection criteria will be applied to the consortium as a whole, if not specified otherwise. The selection criteria will not be applied to natural persons and single-member companies when they are sub-contractors.

**1) Economic and financial capacity of the tenderer** (based on item 3 of the tender form). In the case of the tenderer being a public body, equivalent information should be provided. The reference period which will be considered will be the last three financial years for which accounts have been closed.

#### **1. a) Criteria for legal persons:**

- The average annual turnover of the tenderer over the last three (3) years must be at least equal to the amount of the submitted proposal.
- Current ratio (current assets/current liabilities) in the last year for which accounts have been closed must be at least 1. In the case of a consortium, this criterion must be fulfilled by each member.

#### **1. b) Criteria for natural persons:**

- The financial situation of the tenderer should not be in deficit, considered debts, at the beginning of the year 2023 and as per 14.09.2023.

**2) Professional capacity of the tenderer** (based on items 4 of the tender form).

#### **2.a) Criteria for legal persons:**

- At least two (2) staff currently work for the tenderer in fields related to contracts.

## **2. b) Criteria for natural persons:**

- The tenderer possesses a university degree preferably in the field of Marketing or relevant humanistic/social sciences field, where the university degree means completion of minimum four years full-time course academic studies in a university or Diploma of the secondary school education and proven relevant working experience (in the field of marketing and/or public relations) in the duration of at least 5 years may be accepted in lieu of the university degree.

**3) Technical capacity of tenderer** (based on items 5 and 6 of the tender form). The reference period which will be considered will be the last five years preceding the submission deadline.

## **2. a) Criteria for legal persons:**

The tenderer has provided services in the field of technical assistance related to marketing / which included Marketing and PR activities funded by EU or similar IFI/donor frameworks, with the total cumulative value of projects being at least 10.000 EUR. over the course of the past five years.

This means that the service contract the tenderer refers to could have been started at any time during the indicated period, but it does not necessarily have to be completed during that period, nor implemented during the entire period. Tenderers are allowed to refer either to service contracts completed within the reference period (although started earlier) or to service contracts not yet completed. Only the portion satisfactorily completed during the reference period will be taken into consideration. This portion will have to be supported by documentary evidence (statement or certificate from the entity which awarded the contract, proof of payment) also detailing its value. If a tenderer has implemented the service contract in a consortium, the percentage that the tenderer has successfully completed must be clear from the documentary evidence, together with a description of the nature of the services provided if the selection criteria relating to the pertinence of the experience have been used.

## **3. b) Criteria for natural persons:**

The tenderer has provided services in the field of technical assistance related to marketing / which included Marketing and PR activities funded by EU or similar IFI, donor frameworks, with the total cumulative value of projects being at least 10.000 EUR. over the course of the past five years.

Previous experience which would have led to breach of contract and termination by a contracting authority shall not be used as reference. This is also applicable concerning the previous experience of experts required under a fee-based service contract.

An economic operator may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links which it has with them. It must in that case prove to the contracting authority that it will have at its disposal the resources necessary for the performance of the contract by producing a commitment from those entities to place those resources at its disposal. Such entities, for instance the parent company of the economic operator, must respect the same rules of eligibility - notably those of nationality - and must comply with the selection criteria for which the economic operator relies on them. Furthermore, the data for this third entity for the relevant selection criterion should be included in the tender in a separate

document. Proof of the capacity will also have to be provided when requested by the contracting authority. With regard to technical and professional criteria, an economic operator may only rely on the capacities of other entities where the latter will perform the services for which these capacities are required. With regard to economic and financial criteria the entities upon whose capacity the tenderer relies on become jointly and severally liable for the performance of the contract.

### **17. Award criteria**

Best price-quality ratio.

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## **TENDERING**

### **18. Deadline for submission of tenders**

The deadline for submission of tenders is specified in point 8 of the instruction to tenders.

### **19. Tender format and details to be provided**

Tenders must be submitted using the tender form provided, the format and instructions of which must be strictly observed. The tender must be accompanied by a declaration on honour on exclusion and selection criteria using the template provided in the tender documentation.

Any additional documentation (brochure, letter, etc.) sent with a tender will not be taken into consideration.

### **20. How tenders may be submitted**

Tenders must be submitted in English exclusively to the contracting authority, using the means specified in point 8 of the instructions to tenderers.

Tenders submitted by any other means will not be considered.

By submitting a tender, tenderers accept to receive notification of the outcome of the procedure by electronic means.

### **21. Alteration or withdrawal of tenders**

Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after this deadline.

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with point 9 of the instructions to tenderers. The outer envelope (and the relevant inner envelope if used) must be marked 'Alteration' or 'Withdrawal' as appropriate.

### **22. Operational language**

All written communications for this tender procedure and contract must be in English.

### **23. Legal basis**

Regulation (EU) No 236/2014 of the European Parliament and of the Council of 11 March 2014 laying down common rules and procedures for the implementation of the Union's instruments for financing external action and Regulation (EU) No 231/2014 of the European Parliament and of the Council of 11 March 2014 establishing an Instrument for Pre-accession Assistance (IPA II).

## **24. Additional information**

Financial data to be provided by the candidate in the standard application form must be expressed in EUR.

Opening hours of the Contracting Authority: 7:30-15:30 CET.

Provided they are in the conformity with basic project, new services consisting of repetition of similar services or introduction of similar services may be entrusted up to 100% of the initial contract to the initial contractor by negotiated procedure without publication of a contract notice. The contract may be extended in duration subject to availability of funds using a negotiated procedure.