



INVITATION TO TENDER

pursuant to the provisions of Sections 6, 27 and 31 of Act 134/2016 Coll., on public procurement, as amended
(**Public Procurement Act**)

for a small-scale contract named

**“Brand kampaň Japonsko – Tokio 2019” (“Brand Campaign
Japan – Tokyo 2019”) - II**

The contract is published in the E-ZAK certified electronic tool available at <https://zakazky.kr-stredocesky.cz/>





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1 BASIC DATA ON CONTRACTING AUTHORITY

Contracting authority' name: Central Bohemian Region
Registered office: Zborovská 11, 150 21 Praha 5, Smíchov
ID No.: 70891095
VAT No.: CZ70891095

Represented by the contracting authority's representative pursuant to Section 43, Public Procurement Act:

Advokátní kancelář Volopich, Tomšíček & spol., s.r.o.

ID No.: 02476649

Registered office: Vlastina 602/23, 323 00 Plzeň, Severní Předměstí

Represented by: JUDr. Daniel Volopich, Director

Contact person: JUDr. Hana Němečková, email: vz@akvt.cz

Phone: +420 270 006 261

Person authorised to act on the contracting authority's behalf:

Martin Draxler, Councillor for Regional Development, Tourism and Sport

2 BASIC INFORMATION

This invitation to tender is a dossier of documents, data, requirements and technical conditions of the contracting authority which define the subject of the public contract in detail necessary for bidders to prepare their bids for this small-scale public contract. This is a small-scale contract in which the contracting authority is not obliged to proceed according to the Public Procurement Act. However, to comply with the provisions of Section 6, Public Procurement Act, the contracting authority deals with this public contract in a similar way as if the contract were awarded according to the Public Procurement Act.

This particular contract is a public service contract within the meaning of Section 14(2), Public Procurement Act.

3 SUBJECT AND TYPE OF PUBLIC CONTRACT, DEADLINES

The subject of this public contract is the rental of advertising space, printing of materials, installation and removal of materials and rental of a venue for a one-day event, provision of power supply for the one-day event, installation and removal of facilities for the event and event staff. Detailed specifications of how the public contract shall be performed are provided in Annex 1 to this Invitation to Tender. The above activities will take place in connection with the promotion of the Central Bohemian Region as part of the Touch Point project.

Japan is one of our priority markets in terms of incoming tourism, with approximately 130,000 Japanese tourists visiting the Czech Republic last year (of these, 95,000 visited Prague and the visitor numbers increased by 18% in Q1 2019). Therefore, the campaign aims to further support the incoming tourism from Japan to Prague and its surroundings, and to further stimulate the market in order for direct flights to be launched.

The contracting authority wishes to note that the campaign graphic design is coordinated by Letiště Praha a.s. (Prague Airport) via its advertising agency, and that Letiště Praha a.s. will take care of complete visual graphics of the materials that will be provided to the selected contractor. The selected contractor must cooperate with Letiště Praha a.s. and the advertising agency mandated by Letiště Praha a.s. in particular to ensure the printing of the materials, their installation in the locations specified in Annex 1 to this Invitation to Tender, and their subsequent removal and disposal in accordance with the applicable legislation. The selected contractor must cooperate and coordinate cooperation with CzechTourism, the Czech Tourism Authority, in connection with the planned one-day event.



The selected contractor must rent the following advertising space in the Tokyo subway:

1. Advertising space onboard a Denentoshi line train;
2. Space for event in the Shibuya subway station

Detailed specifications of the subject of the public contract are provided in Annex 1 to this Invitation to Tender.

Schedule of public contract performance: **1 September to 15 September 2019.**

Since foreign contractors may respond to this Invitation to Tender, the contracting authority is providing some documents in both Czech and English to facilitate their potential participation in this tender.

Classification of public contract:

The subject of the public contract is defined by the CPV codes	
79341000-6	Advertising services
79341400-0	Advertising campaign services
79342000-3	Marketing services

4 ESTIMATED VALUE

The total estimated value of the public contract is **CZK 1,500,000 incl. VAT.**

The estimated value is the limit value and the highest possible bid price. Every bid with a higher price will be rejected and the bidder will be disqualified from the tender.

In connection with the funding method, the contractor is obliged to allow an audit of the campaign costs in accordance with Act 320/2001 Coll., on financial audits in public administration and on changes to certain acts, as amended.

5 TECHNICAL CONDITIONS AND BID PRICE

6.1 Technical conditions

Detailed specifications of the required performance of the public contract are provided in Annex 1 to this Invitation to Tender.

- 6.2 The contractor shall specify the total bid price for performing the public contract, i.e. for the complete service, as a total amount in JPY (Japanese yen) or EUR (euro) incl. VAT. The bid price must be specified as the highest possible one and must apply for the entire duration of the agreement. The total bid price must be inclusive of all costs that the contractor will incur in connection with the performance of the public contract, i.e. in particular transport costs, employee wages, customs duties, taxes, etc.**

7 TERMS AND CONDITIONS

The terms and conditions are set out in the form of a binding draft Agreement on Advertising Space Rental. The terms and conditions defined by the contracting authority for this public contract are binding on bidders and cannot be changed in any way. The contractor is obliged to complete those sections of the agreement marked as: **[TO BE COMPLETED BY CONTRACTOR]**. The binding draft Agreement constitutes Annex 2 to this Invitation to Tender.



8 PERFORMANCE SCHEDULE

- Estimated start date of the public contract performance: **1 September 2019**
- Estimated end date of the public contract performance: **15 September 2019**

The start date of the public contract performance is subject to contract award. The contracting authority reserves the right to change the estimated start date and end date of the public contract performance should the tender period be extended.

9 PLACE OF PERFORMANCE

Tokyo, Japan

10 QUALIFICATIONS

10.1 Introduction

The documents certifying the contractor's eligibility and qualifications constitute an essential part of the bids in this public contract.

10.2 Fundamental qualification criteria

Contractors must prove that they meet the fundamental qualification criteria within the meaning of Section 74, Public Procurement Act.

A contractor is ineligible to participate in the tender if the contractor:

- Has, during the last 5 years prior to the tender beginning, been convicted by a final judgement, in the country of the contractor's registered office, of any crime listed in Annex 3 to the Public Procurement Act or of a similar crime under the laws of the contractor's country of registered office; erased convictions are disregarded,
- Has outstanding tax debts, including excise tax debts, in tax registers in the Czech Republic or in the country of the contractor's registered office,
- Is in arrears with public health insurance premiums or health insurance penalties in the Czech Republic or in the country of the contractor's registered office,
- Is in arrears with social insurance premiums, social insurance penalties or with state employment policy contributions in the Czech Republic or in the country of the contractor's registered office,
- Is in liquidation (Section 187, Act 89/2012 Coll., Civil Code, as amended), an insolvency decision has been issued against the contractor (Section 136, Act 182/2006 on insolvency and settlement thereof (Insolvency Act), as amended, the contractor has been placed under administration according to a different legal regulation (e.g. Act 21/1992 Coll., on banks, as amended, Act 87/1995 Coll. on savings and credit cooperatives, on some related measures and on an amendment to Czech National Council Act 586/1992 Coll. on income taxes, as amended, Act 363/1999 Coll., on the insurance industry and on changes to some related acts, as amended) or is in a similar situation according to the laws of the country of the contractor's registered office.

The contractor must demonstrate compliance with the fundamental qualifications criteria by submitting a statutory declaration which constitutes Annex 3 to this Invitation to Tender. The statutory declaration must be dated and signed by the contractor or a person authorised to act on the contractor's behalf.



11 PROFESSIONAL QUALIFICATIONS

Professional qualifications must be proven within the meaning of Section 77 (1 and 2), Public Procurement Act.

The contractor shall prove their professional qualifications in relation to the Czech Republic by submitting:

- a) An extract from the Commercial Register or similar records if registration in such records is required under a different legal regulation (see Section 77(1), Public Procurement Act);
- b) A business licence for the activities that are the subject of this public contract if such a licence is required under different legal regulations (see Section 77(2)(a), Public Procurement Act).

If the contractor is a foreign enterprise, the contracting authority must be submitted valid documents governing the contractor's business activities in their country and corresponding to the Czech equivalents required under this Article 11 of the Invitation to Tender. Photocopies of the documents shall be submitted.

If multiple contractors jointly participate in this public contract, the contractors are required under Section 103(1)(f), Public Procurement Act, to submit an agreement setting out that the contractors are jointly and severally liable to the contracting authority and third persons within any legal relations arising in connection with this public contract.

12 BIDS IN THE TENDER

12.1 The term "bid"

Bids shall be submitted in writing in electronic form (not as a hardcopy) by emailing them to: vz@akvt.cz

Bids must be written in Czech, Slovak or English.

Bids shall be submitted as a PDF file.

Bids need not be signed with a recognised electronic signature. Bids must, however, contain scanned copies of signed documents that are required by the contracting authority to be signed.

Every bid must contain the bidder's identification details required under Section 28(1)(g), Public Procurement Act.

12.2 Form of bid submission

The contracting authority recommends that bids contain as follows:

- Cover sheet: the contractor shall provide their identification details and the total bid price for performing the public contract; if the total bid price specified in the cover sheet differs from the amount specified in the binding draft agreement, the contracting authority shall rely on the amount specified in the binding draft agreement and shall disregard the price specified in the cover sheet;
- All documents demonstrating qualifications, i.e. all documents proving the contractor's eligibility and qualifications as required in this Invitation to Tender;
- Binding draft agreement – no signature is required but bidders must provide their identification details and complete the sections marked as: **[TO BE COMPLETED BY CONTRACTOR]**;

12.3 Bid submission deadline

The deadline for the submission of bids is: 22.08.2019, 10:00 am.

12.4 How to specify the bid price



The contractor shall specify the total bid price for performing the public contract in accordance with this Invitation to Tender as a total amount in JPY (Japanese yen) or EUR (euro). For the purposes of bid evaluation, the contracting authority shall convert the amount into CZK using the Czech National Bank exchange rate valid on the last day of the bid submission deadline.

The bid price shall be set as the "highest possible price" and shall apply for the entire duration of the agreement. The total bid price must be inclusive of all costs that the contractor will incur in connection with the performance of the public contract, i.e. in particular transport costs, personnel costs, material installation and removal costs, salaries, customs duties, etc.

The bid price must not exceed the total estimated value.

12.5 Bid evaluation

The fundamental criterion in bid evaluation is the economic advantage of the bid within the meaning of Section 114(1), Public Procurement Act. The economic advantage of the bids will be assessed using a single evaluation criterion, i.e. the **lowest bid price**.

The bid price that will be the lowest one compared to the bid prices offered by the remaining bidders will be rated as the most economically advantageous.

The total bid price for performing the subject of the public contract, i.e. for providing the complete service as specified in this Invitation to Tender and its annexes, will be evaluated. For the purposes of bid evaluation, the contracting authority shall convert the amount into CZK using the Czech National Bank exchange rate valid on the last day of the bid submission deadline.

13 EXPLANATION OF TENDER CONDITIONS

If any contractor makes a written request for an explanation of the tender conditions no later than 3 business days prior to the bid submission deadline, the contracting authority shall publish the explanation and send or hand it over, including the exact wording of the contractor's request but without naming the contractor, no later than 2 business days of receipt of the request. Otherwise, the contracting authority reserves the right not to respond to the request for an explanation of the tender conditions.

The contracting authority may also explain the tender documentation without a prior request. All communication between the contracting authority and contractors shall be by email using the address vz@akvt.cz

14 OTHER TENDER CONDITIONS

14.1 Non-permissibility of variant solutions

- The contracting authority does not accept any variant solutions.

Annexes to the Invitation to Tender:

Annex 1: Specifications of Public Contract Performance in Czech and English

Annex 2: Binding Draft Agreement in Czech and English

Annex 3: Statutory Declaration on Qualifications in Czech and English

Annex 5: Cover sheet in Czech and English

In Prague, on

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Martin Draxler

Councillor for Regional Development, Tourism and Sport

Brand kampaň Japonsko – Tokio 2019

cooperation of the Central Bohemian Region and Prague Airport as on an advertising campaign within the TouchPoint project

Specification – lease of the area, printing and work cost:

- 9/1-9/15 - 2 weeks: Tokyo In-car Media Denentoshi Line Jack 1 train media, printing and work
- provision of event area, event staff

Specification :

Hanging poster wide - H364 mm x W1030 mm (40 mm from Top will be hidden by holder), 140 sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk
- the graphic materials will be supplied by the client

Above window double - H280 x W1030 (*25mm from Top & Bottom will be hidden by holde), 256 sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk
- the graphic materials will be supplied by the client

Above window single - H280 x W515 (*28mm from Top & Bottom will be hidden by holder), 60 sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk
- the graphic materials will be supplied by the client

Door side posters - H364 x W515 (*20mm from every side will be hidden by holder), 192 sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk
- the graphic materials will be supplied by the client

Above joint poster - " H364 x W515 (*40mm from Top will be hidden by holder), 10 sheets/train

- material for printing: 4/0 color, one-sided printing, paper 170 g, chalk

- the graphic materials will be supplied by the client

Door side sticker - H165 x W200 (*round corner R10mm), 160 sheets/train

- the graphic materials will be supplied by the client

Signage - 80 screen/train (17 inch)

- installation, disassembly/removal of advertising posters at the placement site (in Tokyo metro)

event –

- **9/6 1day** Shibuya mark event space
- **event area:** Shibuya
- **lease of the area for event:** 6,150 mm x D:7,075 mm \approx cca 43.5 m²
- **Use of Electricity: Max 60A (100V)**
- **Cost – construction, dismantling designated security guard cost, staff cost**