

This notice in TED website: <https://ted.europa.eu/udl?uri=TED:NOTICE:262675-2021:TEXT:EN:HTML>

**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](mailto: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](http://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.

Internet address: <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

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](mailto: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.

The procurement procedure is conducted in accordance with Decision ECB/2016/2 of 9 February 2016 laying down the rules on procurement, OJ L 45, 20 February 2016, p. 15 as amended available on the ECB website at <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>

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