

**HR-Zagreb: IPA — promotion and provision of advisory services to SMEs**  
**2009/S 242-345186**

**Croatia**

**Service procurement notice**

Common procurement vocabulary (CPV):

Main object: 79411100 Business development consultancy services.

Additional object(s):

79400000 Business management consultancy and related services.

79413000 Marketing management consultancy services.

72221000 Business analysis consultancy services.

79342200 Promotional services.

1. **Publication reference:**

EuropeAid/129066/D/SER/HR.

Internet address(es): <http://www.safu.hr>

2. **Procedure:**

Restricted.

3. **Programme:**

IPA.

4. **Financing:**

Financing agreement.

5. **Contracting authority:**

Central Finance and Contracting Agency, Republic of Croatia.

6. **Nature of contract:**

Fee-based.

7. **Contract description:**

The objective of the project is to increase the competitiveness of Croatian SMEs by the provision of high-quality business-support services. The purpose of the project is to improve the quality and availability of business-support services to SMEs by promotion and providing direct business advisory services to SMEs, with a particular focus on SMEs in Croatian lagging-behind areas. Therefore, direct beneficiaries of this contract will be the SMEs. The activities shall encompass promoting of the project through the country, determining the selection criteria and selecting eligible SMEs which will be provided with direct advisory services. The advisory services will be provided in the areas of quality assurance, marketing and product development. It should be noted that, in order to avoid conflicts of interest and ensure equal treatment of beneficiaries of the assistance, members of the consultant's consortium cannot participate in the project as its beneficiaries.

8. **Numbers and titles of lots:**

The contract is divided into lots: no, 1 lot only.

9. **Budget:**

Maximum budget: 3 030 000 EUR.

10. **Scope for additional services:**

The contracting authority may, at its own discretion, extend the project in duration and/or scope, subject to the availability of funding, up to a maximum not exceeding the length and value of the initial contract.

Any extension of the contract would be subject to satisfactory performance by the contractor.

### **Conditions of participation**

11. **Eligibility:**

Participation is open to all legal persons (participating either individually or in a grouping (consortium) of candidates) which are established in a Member State of the European Union or in a country or territory of the regions covered and/or authorised by the specific instruments applicable to the programme under which the contract is financed (see also item 29 below). Participation is also open to international organisations. The participation of natural persons is governed by the specific instruments applicable to the programme under which the contract is financed.

12. **Candidature:**

All eligible natural and legal persons (as per item 11 above) or groupings of such persons (consortia) may apply. A consortium may be a permanent, legally-established grouping or a grouping which has been constituted informally for a specific tender procedure. All members of a consortium (i.e., the leader and all other members) are jointly and severally liable to the contracting authority.

The participation of an ineligible natural or legal person (as per item 11) will result in the automatic exclusion of that person. In particular, if that ineligible person belongs to a consortium, the whole consortium will be excluded.

13. **Number of applications:**

No more than 1 application 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 an application). In the event that a natural or legal person submits more than 1 application, all applications in which that person has participated will be excluded.

14. **Shortlist alliances prohibited:**

Any tenders received from tenderers comprising firms other than those mentioned in the shortlisted application forms will be excluded from this restricted tender procedure. Shortlisted candidates may not form alliances or subcontract to each other for the contract in question.

15. **Grounds for exclusion:**

As part of the application form, candidates must submit a signed declaration, included in the standard application form, to the effect that they are not in any of the exclusion situations listed in Section 2.3.3 of the 'Practical Guide to contract procedures for EC external actions'.

16. **Subcontracting:**

Subcontracting is allowed.

— Maximum percentage of the contract value which may be subcontracted — 5 %.

— Activities which may be subcontracted: development and launching of TV and radio spots advertising possibilities of advisory services for SMEs.

17. **Number of candidates to be shortlisted:**

On the basis of the applications received, at least 4 and at most 8 candidates will be invited to submit detailed tenders for this contract. If the number of eligible candidates meeting the selection criteria is less than the minimum of 4, the contracting authority may invite the candidates who satisfy the criteria to submit a tender.

### **Provisional timetable**

18. **Provisional date of invitation to tender:**

26.3.2010.

19. **Provisional commencement date of the contract:**  
6.9.2010.

20. **Initial period of implementation of tasks:**  
18 months.

**Selection and award criteria**

21. **Selection criteria:**

Same criteria for legal and natural person.

The following selection criteria will be applied to candidates. In the case of applications submitted by a consortium, these selection criteria will be applied to the consortium as a whole:

1) Economic and financial capacity of candidate:

In the case of the applicant being a public body equivalent information should be provided.

1. the annual turnover of the candidate for the years 2007 and 2008 must have been equal to or exceeded 2 000 000 EUR;

2. the cash and cash equivalents of the candidate at the end of the years 2007 and 2008 were positive.

2) Professional capacity of candidate:

1. at least 5 staff currently work for the candidate in fields related to this contract (provision of advisory services to SMEs, quality assurance in SMEs sector and marketing);

2. at least 20 % of all staff working for the candidate this year in fields related to this contract (provision of advisory services to SMEs, quality assurance in SMEs sector and marketing) are permanent.

3) Technical capacity of candidate:

1. the candidate has worked successfully on at least 1 technical assistance project providing business advisory services to SMEs in at least 2 of the following fields: quality assurance, quality management, SME competitiveness, marketing, product development. These fields can be covered by a single project or by separate projects. All projects must have been completed in years 2007, 2008 or 2009;

2. the project must have been implemented in a country eligible under the IPA programme (EU Member States, Member States of the European Economic Area, Albania, Bosnia and Herzegovina, Croatia, the former Yugoslav Republic of Macedonia, Kosovo under UNSC Resolution 1244/99, Montenegro, Serbia and Turkey);

3. The project must have had a budget (own contribution) equal to or exceeding 2 000 000 EUR.

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 performance of the contract, for example by producing an undertaking on the part of 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 and notably that of nationality, as the economic operator.

If more than 8 eligible candidates meet the above selection criteria, the relative strengths and weaknesses of the applications of these candidates must be re-examined to identify the 8 best applications for the tender procedure. The only factors which will be taken into consideration during this re-examination are:

1) the total number of projects managed by the candidate according to criterion 3;

2) if 2 or more candidates have the same number of eligible projects, the candidates will be ranked in descending order according to the total amount of their own contribution to the eligible projects.

22. **Award criteria:**  
Best value for money.

**Application**

23. **Deadline for receipt of applications:**  
29.1.2010 (16:00), local time.

Any application received after this deadline will not be considered.

24. **Application format and details to be provided:**

Applications must be submitted using the standard application form, the format and instructions of which must be strictly observed. The application form is available at the following Internet address: [http://ec.europa.eu/europeaid/work/procedures/implementation/services/index\\_en.htm](http://ec.europa.eu/europeaid/work/procedures/implementation/services/index_en.htm)

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

25. **How applications may be submitted:**

Applications must be submitted exclusively to the contracting authority in the following language — English:  
— either by recorded delivery (official postal service) to:

Central Finance and Contracting Agency, Ulica grada Vukovara 284, 10000 Zagreb, CROATIA,

— or hand delivered (including courier services) directly to the contracting authority in return for a signed and dated receipt to: as in abovementioned address.

The contract title and the publication reference (see item 1 above) must be clearly marked on the envelope containing the application and must be mentioned in all subsequent correspondence with the contracting authority. Applications submitted by any other means will not be considered.

26. **Alteration or withdrawal of applications:**

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

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with Item 25.

The outer envelope (and the relevant inner envelope if used) must be marked 'Alteration' or 'Withdrawal' as appropriate.

27. **Operational language:**

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

28. **Date of publication of contract forecast notice:**

15.9.2009.

Notice number in OJ: [2009/S 177-254305](#).

29. **Legal basis:**

EC Council Regulation No 1085/2006 of 17.7.2006 establishing an instrument for pre-accession assistance (IPA).

30. **Additional information:**

Not applicable.

31. **Date of dispatch of this notice:**

4.12.2009.