

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:362535-2011:TEXT:EN:HTML>

**RS-Belgrade: IPA — EU Information Centre in Belgrade
2011/S 224-362535**

Location: Europe (non-EU) — Serbia

Contract forecast notice

Services

Common procurement vocabulary (CPV):

Main object:

79416000 Public relations services

Additional object(s):

39294100 Information and promotion products

79341400 Advertising campaign services

1. **Publication reference:**

EuropeAid/132198/C/SER/RS.

2. **Procedure:**

Restricted.

3. **Programme:**

IPA.

4. **Financing:**

Budget line.

5. **Contracting authority:**

European Union, represented by the European Commission, on behalf of and for the account of the beneficiary country, Belgrade, SERBIA.

6. **Nature of contract:**

Fee-based.

7. **Contract description:**

The overall objective of the contract is support to the EU Delegation in Serbia in increasing public knowledge and understanding of the EU and Serbia's accession/negotiation process. This contract envisages full management of the EU Information Centre (EUIC) in the capital city of Belgrade in the Republic of Serbia opened in May 2011. The contract will fully support the EU Delegation in Serbia in creation, development and implementation of its information and communication activities under guidance by the contracting authority. The EUIC is the Delegation's information hub and is the focal point for information on the EU to the general public in Serbia. The contractor will develop and implement media and information campaigns, running of Team Europe network in Serbia, organise high-level public events, thematic days, press events, design and production of EU-branded promotional materials, full production and dissemination of publications/brochures in the Serbian language, production of audiovisual materials, full content, technical maintenance and development of the Delegation's and the EUIC websites, creation of new and running of existing databases, social media networks, technical support for visibility events related to EU-funded projects in Serbia, as well as other information

and communication activities. Financial and administrative management of the EUIC will also be part of this contract.

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

The contract is divided into lots:

No, 1 lot only.

9. **Budget:**

Maximum budget: 980 000 EUR.

10. **Intended timing of publication of procurement notice:**

December 2011.

11. **Additional information**

12. **Legal basis:**

Council Regulation (EC) No 1085/2006 of 17.7.2006.

Budget line 22 02 10 02 information and communication.

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

9.11.2011.

Remarks:

There must be a minimum period of 30 calendar days between the publication of this contract forecast and the publication of the corresponding procurement notice.

No applications or requests for information should be sent at this stage.