

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:104409-2011:TEXT:EN:HTML>

**MA-Rabat: ENPI — media and communication activities: visibility
for budgetary aids financed by the European Union in Morocco**

2011/S 65-104409

Location: Mediterranean partners — Morocco

Contract forecast notice

Services

Common procurement vocabulary (CPV)

Main object:

79341400 Advertising campaign services

1. **Publication reference:**
EuropeAid/131206/C/SER/MA.
2. **Procedure:**
Competitive dialogue.
3. **Programme:**
ENPI.
4. **Financing:**
Financing agreement.
5. **Contracting authority:**
European Union, represented by the European Commission on behalf of and for the account of the beneficiary country, Rabat, MOROCCO.
6. **Nature of contract**
7. **Contract description:**
— Draw up and implement a communications strategy which comprises, neither exhaustively nor restrictively, activities such as seminars, conferences, television and radio programmes, press articles and various publications, whilst favouring audiovisual productions and the Internet as the dominant media, and any other activities which the tenderer considers pertinent,
— improve the quality of the targeted, pertinent and highly-visible media activities (television, radio, printed and electronic press, etc.) which clearly transmit the European Union's messages concerning its cooperation activities via budgetary aids which support important reforms being put in place by the Moroccan authorities, notably in the fields of education and health,
— increase awareness among the targeted groups: Moroccan and European citizens, Moroccan institutions, as well as those of the EU and the Member States; spark their interest, provoke them to debate and assimilate these relationships.
8. **Numbers and titles of lots:**
The contract is divided into lots:
no, 1 lot only.
9. **Budget:**

Maximum budget: 530 000 EUR.

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

April 2011.

11. **Additional information:**

Dialogue meetings will be organised with each shortlisted candidate. However, no expenses will be paid for taking part in these meetings.

12. **Legal basis:**

Budget: Regulation (EC) No 1638/2006 of the European Parliament and of the Council of 24.10.2006 laying down general provisions establishing a European Neighbourhood and Partnership Instrument (OJEU 310/1 of 9.11.2006).

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

22.3.2011.

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.