

Republika Srbija
Autonomna Pokrajina Vojvodina
Grad Subotica
GRADONAČELNIK
Broj: HUSRB/23R/22/067– LA-TD04 – 4.3.1, 4.3.2, 4.6.3, 4.6.4, 4.6.5, 4.7.1
Dana: 09.12.2024. godine
24000 Subotica
Trg slobode 1

Ref. No: HUSRB/23R/22/067– LA-TD04 – 4.3.1, 4.3.2, 4.6.3, 4.6.4, 4.6.5, 4.7.1
Subject: Market research – Organization of project events and production of visibility tools and materials with translation services for project OPTI-BIKE 3.

Dear Madam/Sir,

The City of Subotica is currently implementing a project titled “*Joint development of cross-border cycling tourism along Eurovelo 13*”, Acronym: **OPTI-BIKE 3**, Reference number: **HUSRB/23R/22/067** in the framework of Interreg VI-A IPA Hungary-Serbia Programme.

At this stage we are conducting market research for some of the project activities. For the purpose of ensuring proper project implementation, we would like to invite your firm to submit a confirmation of interest for the following service: **Organization of project events and production of visibility tools and materials with translation services for project OPTI-BIKE 3.**

The service under this contract covers the organization of project events and the design, production and distribution of required visibility materials and tools with translation services in line with Interreg VI-A IPA Hungary-Serbia Programme visibility requirements.

Please consider that Candidates participating in the upcoming public procedure (tender) must fulfill the following **selection criteria**:

1. Economic and financial capacity of the tenderer:

The average annual turnover of the tenderer must exceed the annualised maximum budget of the contract i.e., **36.570,00 EUR** divided by the initial contract duration in years, where this exceeds 1 year. The reference period which will be taken into account will be the last three financial years for which accounts have been closed.

2. Professional capacity of the tenderer

For quality and timely implementation of tasks, at least **one employee** (full-time or engaged) currently work for the tenderer in fields related to this contract.

3. Technical capacity of candidate.

The tenderer has provided services with a budget of at least that of this contract accumulated from **maximum three contracts** implemented in similar fields at any moment during the past three years.

The service should include the professional and timely design, preparation, printing and delivery of the following:

- Promotional material sets (min. 150 pieces)
- Tourist information boards (3)
- Opti-Bike brochure in 5 languages.
- Opti-Bike tourism promo film.

Visibility requirements of the Interreg VI-A IPA Hungary-Serbia Programme must be respected for all contract obligations, including the design of promotional materials and tools. The latest version of the VISUAL IDENTITY MANUAL & INFORMATION AND PUBLICITY GUIDELINES of the Interreg VI-A IPA Hungary-Serbia Programme is available at: <https://hungary-serbia.eu/downloads>.

The Consultant will also provide **organizational services** for the following **events**:

- One-day OPTI-BIKE Bicycle festival in the Subotica area, Serbia for 50 - 100 participants.
- One-day OPTI-BIKE Cross-border Cycling Tour from Subotica, Serbia to Tompa, Hungary for cca. 20 participants
- One-day Close-up Conference with press conference in Subotica, Serbia for cca. 50 participants.

The Consultant will also provide **translation services** necessary for promotional tools and materials. The service contract will be implemented during the course of approximately 19.5 months. Details about exact timing of organized events will be communicated by the Contracting Authority during contract implementation. Maximum available budget: 36.570 EUR including VAT.

We look forward to receiving your letter confirming your interest before **16/12/2024**.

You may submit your answer by Post to the following address:

City of Subotica
Trg slobode 1
24000 Subotica

OR by email to the following email address:

andrea.kikic@subotica.ls.gov.rs

If you decide not to participate in the upcoming procurement procedure, we would be grateful if you could inform us in writing, indicating the reasons for your decision.

Yours sincerely,

Újhelyi Ákos, Project manager