

**Tourism Organisation of Serbia**  
**Belgrade, Čika Ljubina 8**

www.serbia.travel

Reference number: 1373/5

6 June 2016

Public procurement number: PPJN 1/2016

The Tourism Organisation of Belgrade as the Contracting Authority, upon conducting a low-value public procurement procedure pursuant to Articles 107 and 108 of the Public Procurement Law (Official Gazette of the Republic of Serbia Nos. 124/2012, 14/15 and 68/15) and the Report of Technical Evaluation of Bids of 1 June 2016, passes this

**DECISION**  
**to award Contract**

In the negotiated public procurement procedure without invitation to bid, PPJN 1/2016, for the procurement of advertising in the UK magazine Family Traveller, the Public Procurement Contract is hereby *awarded to the following bidder*:

Ardent Media Limited 5 Langley Street, Covent Garden, London WC2H 9JA  
Company no. 0833615 VAT Registration no. 155 6989 55.

**Statement of Reasons**

The public procurement procedure was initiated by Decision 1373/1 of the Tourism Organisation of Serbia of 16 May 2016.

The public procurement is for advertising in the UK magazine Family Traveller.  
Name and designation in the Common Procurement Vocabulary, CPV 79341000 – Advertising Services.

The estimated value of the public procurement is RSD 850,000 exclusive of VAT.  
Type of public procurement procedure: negotiated procedure within the meaning of Article 36 paragraph 1 item 2) of the Public Procurement Law, pursuant to Opinion 404-02-1307/16 of the Public Procurement Office of 5 May 2016.

An invitation to bid was sent to Ardent Media Limited 5 Langley Street, Covent Garden, London WC2H 9JA Company no. 0833615 VAT Registration no. 155 6989 55.

The bid opening procedure was conducted on 30 May 2016 at 11:15 AM in the offices of the Tourism Organisation of Serbia at Čika Ljubina 8 in Belgrade and was not attended by the Bidder.

The opening of bids and the negotiation procedure were conducted by a Committee comprised of the following:

- 1) Zorica Jovanov, Chairperson
- 2) Darja Butigan, member
- 3) Biljana Šujica, member

By the date specified in the invitation, namely 30 May 2016, Ardent Media Limited 5 Langley Street, Covent Garden, London WC2H 9JA Company no. 0833615 VAT Registration no. 155 6989 55 submitted its bid, which was registered by the Contracting Authority under number 1641 on 30 May 2016 at 10:10 AM.

The Bidder quoted the following elements according to the criteria:

	Price	Ex VAT	Incl. VAT
1.	Total quoted price for all services covered by this public procurement (advertising in the magazine and on the website)	GBP 5000 RSD 811,553.50*	5000

The Bidder made its bid in GBP.

\* The middle exchange rate of the National Bank of Serbia for GBP as at 30 May 2016 is RSD 162.3107 for GBP 1.

In the process of technical bid evaluation, the Public Procurement Committee found the bid to be proper and acceptable.

On 30 May 2016, the Bidder was invited to submit its final financial bid and to attend the negotiation procedure on 31 May 2016. As of the date specified in the notice, the Bidder has not appeared for the negotiation procedure or submitted its final bid.

In accordance with the Tender Dossier, if a bidder's authorised representative does not attend the negotiation procedure and does not submit a new bid, the price quoted in the already submitted bid is deemed to be its final price.

The final quoted price was GBP 5000.

As the Bidder's bid was found to be acceptable, the Committee proposed that the Public Procurement Contract should be awarded to the Bidder Ardent Media Limited 5 Langley Street, Covent Garden, London WC2H 9JA Company no. 0833615 VAT Registration no. 155 6989 55.

In view of the facts found in the procedure, it was decided as stated in the main body of this Decision.

**Legal redress:** This Decision may be challenged by filing a motion for the protection of rights within 5 days of its posting on the Public Procurement Portal.

**ACTING GENERAL MANAGER**

Marija Labović<sup>1</sup>  
  
