

**National Tourism Organisation of Serbia**  
**Belgrade, Cika Ljubina 8**  
www.serbia.travel  
**Reference number:** 1227/7  
**Date:** June 01, 2019  
**Public procurement No.:** PPJN 3/2019

The National Tourist Organization of Serbia as the Contracting authority, after the conducted public procurement procedure in a negotiated procedure, pursuant to the Articles 107 and 108 of the Public Procurement Law (“Official Gazette of the RS“, no 124/2012, 14/15 and 68/15), and the Report on the expert evaluation of tenders dated June 01, 2019 makes a

**DECISION**  
*on Contract Award*

In the negotiated public procurement procedure PPJN 3/2019 for digital advertising services on the international portal for evaluation of destinations, hotels and restaurants, the Public Procurement Contract is *awarded to*:

“Trip Advisor” LTD, 7 Soho Square, London W1D 3QB, United Kingdom

**Rationale**

By a decision of the National Tourist Organization of Serbia, number 1227/1 as of 31.05.2019, a public procurement procedure has been initiated for the procurement of services: digital advertising on the international portal for evaluation of destinations, hotels and restaurants.

The name and designation from the general procurement vocabulary: The products for information and promotion, GPV: 79341000 – Advertising services.

The type of public procurement procedure: negotiation procedure in line with of the Article 36, paragraph 1, item 2) of the Public Procurement Law, based on the opinion of the Public procurement administration number: 404-02-2078/19 as of 16.05.2019.

The invitation to bid was sent to: Trip Advisor Media Group, 7 Soho Square, London W1D 3QB, Company no. 05612751, VAT Registration no. GB879443177.

The bid opening procedure was held on 28 June 2019 beginning at 11:15 AM at the premises of the National Tourist Organization of Serbia at the address: Belgrade, 8 Čika Ljubina Street, in the absence of the bidder.

The opening of bids was led by the Commission comprising of:

- 1) Zorica Jovanov, Head of the Tourist Offer Promotion Department, HE, President/Chairperson;
- 2) Aneta Uskoković, associate for the international tourist market, VSS, deputy
- 3) Jelena Bogdanović, Public Procurement Officer, VSS, member
- Vesna Ninić, Head of the Public Procurement, Legal and Personnel Affairs Division, VSS, deputy

Names of other individuals present: none

In a timely manner, i.e. by 28.6.2019 at 11:00 AM, Trip Advisor Media Group, 7 Soho Square, London W1D 3QB, Company no. 05612751, VAT Registration no. GB879443177,

has submitted its bid registered with the Contracting authority under the number 2119 as of 24.6.2019 at 11:05 AM.

The bidder has offered the following criteria elements:

Item no.	Description of the service	Price without VAT	Amount of VAT	Price with VAT
	<b>Digital advertising on the international tourist portal for evaluation of destinations, hotels and restaurants</b>	EUR 40,000.00 i.e. RSD 4,716,484.00	EUR 8,000 i.e. RSD 943,296.80	EUR 48,000 i.e. RSD 5,659,780.00
	TOTAL	EUR 40,000	EUR 8,000	EUR 48,000

\* The middle exchange rate of the National Bank of Serbia for EUR on 28.6.2019 amounts to RSD 117.9121 for one EUR

The tender documents foresee that the negotiations shall be carried out immediately upon the opening of the bids and if the authorised representative of the bidder does not attend the negotiations and does not submit a new bid, the final price shall be the price stated in the submitted bid.

Having in mind that the representative of the bidder was not present during the bid opening, the offered price shall be deemed final.

During the professional evaluation of bids, the Commission has confirmed that the received bid is timely and acceptable.

The Commission has proposed for the public procurement contract to be awarded to the bidder:

“Trip Advisor” LTD, 7 Soho Square, London W1D 3QB, United Kingdom

Based on above said, it has been decided as set forth in the enacting clause of this decision.

**Legal Remedy:** A request for the protection of rights can be lodged against this decision within 10 days from the day of publishing the decision on the Public Procurement Portal

ACTING DIRECTOR

  
Marija Labovic

