



**(Part B of the Tender Form)**

**KPRN Network GmbH**  
Brandschenkestrasse 178  
8002 Zürich  
VAT-ID.: CHE-477.996.745 MWST

**TENDER OFFER**  
**ON THE PROCUREMENT OF INTEGRATED MARKETING MEASURES (REPRESENTATION) IN TARGET MARKETS**

**Lot II of procurement. Integrated tourism marketing services in DACH countries (Germany, Switzerland, Austria)**

**PART B. TENDER PRICE**

**Table 1.**

<b>Supplier's name</b> <i>(in the case of a group of economic operators, the names of all the participants so that it is clear with which entity the supplier participates)</i>	KPRN Network GmbH
<b>Legal entity code</b> <i>(in the case of a group of economic operators, the codes of all participants) (in the case of a natural person, business licence number etc.)</i>	CHE-477.996.745
<b>Supplier's address</b> <i>(if the tender is submitted by a group of economic entities, addresses of all participants are listed)</i>	Brandschenkestrasse 178 8002 Zürich Switzerland
<b>Name of the person responsible for the tender</b>	Julia Kleber
<b>Tel. No.</b>	+49-152-23704129
<b>E-mail address</b>	Julia.kleber@klebergroup.com
(1) list of the members of the supplier / group of economic operators, (2) the economic operators whose capacities are relied upon, and (3) if the grounds for exclusion apply to all subcontractors, the members of the subcontractors, the members of the collegiate supervisory body (Board of Supervisors) and/or the members of the collegiate management body (Board of Management) (if any), and/or a person who is vested with the powers provided for in Article 46 (2) (2) of the Law on Public Procurement	



In Part B of our tender we provide the prices of the services offered in Part A. Prices are indicated in Table 2.

**Table 2. Prices of the offered services:**

No.	Object of procurement	Measurement unit	Preliminary third-party expenses for the entire period of contract in EUR excluding VAT	Preliminary number of services (units)*	Price per unit, EUR excl. VAT	Amount EUR, excl. VAT
1	2	3	4	5	6	7=5x6
1	Tourism market analysis	Units	-	3	2500,00	7500,00
2	Services for establishing and maintaining contacts	Units	-	15	750,00	11250,00
3	Organisation and coordination of sales meetings with tourism specialists in the target market	Units	-	36	250,00	9000,00
4	Services for the implementation of joint marketing measures between EUR 10 000 and EUR 25 000	Units, Administration fee, EUR	61983.47	3	3750,00	11250,00
5	Services for the implementation of joint marketing measures up to EUR 10 000	Units, Administration fee, EUR	24 793,39	3	1500,00	4500,00
6	Search and selection of new tourism sector specialists for familiarisation tours.	Units	-	30	700,00	21000,00
7	Escort service for groups selected and formed for a sightseeing tour.	Units	-	3	2500,00	7500,00
8	Preparation and distribution of articles in German through the target market's media channels.	Units	-	12	500,00	6000,00
9	Selection of media representatives and opinion leaders for familiarisation tours to Lithuania.	Units	-	15	700,00	10500,00
10	Public relations campaigns on dedicated tourism industry channels or platforms.	Units, Administration fee, EUR	14 876,03	3	1000,00	3000,00



11	Preparation and distribution of newsletters	Units	-	18	750,00	13500,00
12	Organisation of live tourism events	Units, Administration fee, EUR	37 190,08	3	2000,00	6000,00
13	Participation and representation of the contracting authority at live events organised by third parties.	Hours	19 834,71	54	200,00	10800,00
14	Organisation and implementation of virtual events/webinars.	Units	-	6	750,00	4500,00
15	Organisation of virtual training for tourism specialists using third-party training platforms/channels.	Units, Administration fee, EUR	24 793,39	3	1500,00	4500,00
16	Preparation and implementation of presentations.	Units	-	9	750,00	6750,00
<b>Overall comparative price of the tender, EUR excl. VAT (sum of the values in column 7 + Row 4 of column 4 + Row 4 of column 5 + Row 4 of column 10 + Row 4 of column 12 + Row 4 of column 13 + Row 15 of column 4):</b>						<b>321 021,07</b>
<b>VAT (rate % / to be entered by the supplier in this space) Being a Swiss company we do not apply VAT**</b>						<b>0</b>
<b>Overall comparative price of the tender, EUR including VAT</b>						<b>321 021,07</b>

\* Third-party expenses are preliminary, intended for tender comparison.

**Notes:**

- prices are quoted with two decimal places;
  - \*\*in cases where the supplier is not required to pay VAT under the legislation in force, the supplier shall not complete the relevant section of the tender and shall indicate the reasons for not paying VAT: As KPRN Network GmbH is a Swiss company VAT is excluded.
- The comparative price of a tender is used only for the evaluation of tenders.

**The comparative price of the tender may not exceed EUR 380 000 excluding VAT. A tender with a higher price will be rejected as non-compliant with the requirements of the procurement documents. All service fees will be transferred to the contract.**

The price of the Services includes all possible costs and charges incurred by the Supplier in connection with the provision of the Services specified in the Technical Specification.

The tender is valid for 3 (three) months from the final due date for submission of tenders.

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