

434929-2026 - Konkurrencevilkår

Vietnam – Servicevirksomhed i forbindelse med reklame og marketing – EU Strategic Communication in Viet Nam
OJ S 120/2026 25/06/2026
Udbuds- eller koncessionsbekendtgørelse – standardordningen
Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: European Commission, INTPA - International Partnerships
E-mail: DELEGATION-VIETNAM-CALL-FOR-TENDERS@eeas.europa.eu
Køberens retlige status: EU-institution, organ eller agentur
Den ordregivende myndigheds aktivitet: Generelle offentlige tjenesteydelser

2. Procedure

2.1. Procedure

Titel: EU Strategic Communication in Viet Nam
Beskrivelse: The purpose of this contract is to position the EU as a strategic, reliable, and long-term partner of Vietnam among key target audiences and stakeholders. The contractor will design and implement a strategic communication campaign to raise awareness, strengthen engagement, and reinforce the EU's image as a trusted partner under the EU–Vietnam Comprehensive Strategic Partnership (CSP). The campaign will support the visibility of the EU's ongoing and future cooperation portfolio, guided by the EU's priorities for external assistance, and will showcase tangible results and the added value of EU–Vietnam cooperation. Activities will highlight key EU priorities, including the green transition, sustainable and inclusive development, and governance, while demonstrating concrete benefits for Vietnamese citizens. Communication activities should clearly convey why EU actions matter to the people of Vietnam, emphasising shared values, mutual interests, and real-life impact through creative, accessible, and non-technical approaches implemented under the Team Europe framework. Building on the previous “Plug In To Evolution” and “I’ve Got the Power” campaigns implemented by the EU in Vietnam, the contractor will propose innovative, high-impact initiatives, including digital storytelling and youth engagement activities, while ensuring robust monitoring, performance measurement, and full alignment with EU communication guidelines and cross-cutting priorities.

Identifikator for proceduren: affd0e93-6b83-4bc0-a99d-12fe77cc04dd

Intern ID: EC-INTPA/HAN/2026/EA-RP/0080

Udbudsprocedure: Begrænset

Proceduren er en hasteprocedure: nej

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79340000 Servicevirksomhed i forbindelse med reklame og marketing

2.1.2. Udførelsessted

Land: Vietnam

Hvor som helst i det pågældende land

Yderligere oplysninger: Please consult the procurement documents.

2.1.3. Værdi

Anslået værdi eksklusiv moms: 3 000 000,00 EUR

2.1.4. Generelle oplysninger

Yderligere oplysninger: For any additional information, please refer to the document A5f "Additional information about the Contract Notice". In case of unavailability or disruptions in the functioning of the electronic means of communication provided in Section 5.1.11 in the last 5 calendar days before the time limit for receipt indicated in Section 5.1.12, the contracting authority reserves the right to extend this time limit and publish the extension at the Internet address provided in Section 5.1.11, without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in Section 5.1.11 in order to get notified when new information or documents are published.

Retsgrundlag:

Forordning (EU, Euratom) 2024/2509

LocalLaw - Procurement award procedure applying to European Union external actions financed from the general budget of the European Union and the European Development Fund (EDF)

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Udbudsdokument

5. Delkontrakt

5.1. Delkontrakt: LOT-0001

Titel: EU Strategic Communication in Viet Nam

Beskrivelse: The purpose of this contract is to position the EU as a strategic, reliable, and long-term partner of Vietnam among key target audiences and stakeholders. The contractor will design and implement a strategic communication campaign to raise awareness, strengthen engagement, and reinforce the EU's image as a trusted partner under the EU–Vietnam Comprehensive Strategic Partnership (CSP). The campaign will support the visibility of the EU's ongoing and future cooperation portfolio, guided by the EU's priorities for external assistance, and will showcase tangible results and the added value of EU–Vietnam cooperation. Activities will highlight key EU priorities, including the green transition, sustainable and inclusive development, and governance, while demonstrating concrete benefits for Vietnamese citizens. Communication activities should clearly convey why EU actions matter to the people of Vietnam, emphasising shared values, mutual interests, and real-life impact through creative, accessible, and non-technical approaches implemented under the Team Europe framework. Building on the previous "Plug In To Evolution" and "I've Got the Power" campaigns implemented by the EU in Vietnam, the contractor will propose innovative, high-impact initiatives, including digital storytelling and youth engagement activities, while ensuring robust monitoring, performance measurement, and full alignment with EU communication guidelines and cross-cutting priorities.

Intern ID: EC-INTPA/HAN/2026/EA-RP/0080

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79340000 Servicevirksomhed i forbindelse med reklame og marketing

Supplerende klassifikation (cpv): 73220000 Konsulentvirksomhed inden for udvikling, 79341000 Reklamevirksomhed, 79342000 Marketing, 79953000 Tilrettelæggelse af festivaler, 79956000 Tilrettelæggelse af messer og udstillinger

Valgmuligheder:

Beskrivelse af optioner: provided they are in conformity with the basic project, new services or works consisting in the repetition of similar services or works, may be entrusted up to 50 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

5.1.2. Udførelsessted

Hvor som helst

Yderligere oplysninger: The contract will be performed in Viet Nam

5.1.3. Anslået varighed

Varighed: 36 Måneder

5.1.5. Værdi

Anslået værdi eksklusiv moms: 3 000 000,00 EUR

5.1.6. Generelle oplysninger

Reserveret deltagelse:

Deltagelse uden forbehold.

Offentligt udbudsprojekt, der finansieres helt eller delvist med EU-midler

Oplysninger om EU-midler:

EU-støtteprogram: Instrumentet for naboskab, udviklingssamarbejde og internationalt samarbejde (2021/2027)

Udbuddet er omfattet af aftalen om offentlige udbud (GPA): nej

Yderligere oplysninger: The procurement is funded by the following EU programme: Asia and the Pacific.

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Udbudsdokument

Oplysninger om den anden fase i en procedure, der afvikles i to faser:

Mindsteantallet af ansøgere, som skal opfordres til at deltage i anden fase af proceduren: 4

Det højeste antal ansøgere, som skal opfordres til at deltage i anden fase af proceduren: 8

5.1.10. Tildelingskriterier

Kriterium:

Type: Kvalitet

Beskrivelse: Please consult the procurement documents.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 80

Kriterium:

Type: Pris

Beskrivelse: Please consult the procurement documents.

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 20

5.1.11. Tilbudsdokumenter

Adresse på udbudsdokumenterne: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/affd0e93-6b83-4bc0-a99d-12fe77cc04dd-CN?#anchorDocuments>

Ad hoc-kommunikationskanal:

Navn: Funding and Tenders Portal

URL: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/affd0e93-6b83-4bc0-a99d-12fe77cc04dd-CN?#anchorDocuments>

5.1.12. Tilbudsvilkår**Vilkår for indgivelse:**

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://webgate.ec.europa.eu/digit/opsys/esubmission?cftUuid=affd0e93-6b83-4bc0-a99d-12fe77cc04dd>

Sprog, som tilbud og ansøgninger om deltagelse kan indgives på: engelsk

Elektronisk katalog: Ikke tilladt

Frist for modtagelse af anmodninger om deltagelse: 28/07/2026 16:00:59 (UTC+07:00)

Bangkok, Hanoi, Jakarta

Betingelser for kontraktens udførelse:

Udførelsen af kontrakten skal ske inden for rammerne af programmer for beskyttet beskæftigelse: Nej

Elektronisk fakturering: Tilladt

Der vil blive anvendt elektronisk bestilling: ja

Der vil blive anvendt elektronisk betaling: ja

5.1.15. Teknikker**Rammeaftale:**

Ingen rammeaftale

Oplysninger om det dynamiske indkøbssystem:

Intet dynamisk indkøbssystem

5.1.16. Yderligere oplysninger, mægling og gennemgang

Organisation med ansvar for klager: Court of Justice of the European Union

Organisation, der leverer yderligere oplysninger om klageprocedurerne: European Commission, INTPA - International Partnerships

8. Organisationer

8.1. ORG-0001

Officielt navn: European Commission, INTPA - International Partnerships

Registreringsnummer: COM

Afdeling: INTPA.C - Asia and Pacific, INTPA.C.2 - South and South-East Asia

Postadresse: 24th floor, West wing, Lotte Center Hanoi, 54 Lieu Giai street, Ba Dinh district

By: Hanoi

Postnummer: N/A

Land: Vietnam

E-mail: DELEGATION-VIETNAM-CALL-FOR-TENDERS@eeas.europa.eu

Telefon: +32 2 299 11 11

Internetadresse: https://international-partnerships.ec.europa.eu/index_en

Denne organisations roller:

Køber

Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. ORG-0002

Officielt navn: Court of Justice of the European Union

Registreringsnummer: CURIA
Postadresse: Rue du Fort Niedergrünwald
By: Luxembourg
Postnummer: L-2925
Landsdel (NUTS): Luxembourg (LU000)
Land: Luxembourg
E-mail: GC.Registry@curia.europa.eu
Telefon: +352 4303-1
Internetadresse: <http://curia.europa.eu>

Denne organisations roller:

Organisation med ansvar for klager

8.1. ORG-0003

Officielt navn: European Commission
Registreringsnummer: EUCOM
Postadresse: Mondrian (CDMA), Rue du Champ de Mars 21
By: Brussels
Postnummer: B-1050
Landsdel (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Land: Belgien
E-mail: DELEGATION-VIETNAM-CALL-FOR-TENDERS@eeas.europa.eu
Telefon: +32 2 299 11 11
Internetadresse: <https://commission.europa.eu/>

Denne organisations roller:

TED eSender

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: cb2fafd4-8e3e-4a1a-9931-ebedbe3ae24b - 01
Formulartype: Konkurrencevilkår
Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen
Bekendtgørelsesundertype: 16
Afsendelsesdato for bekendtgørelsen: 23/06/2026 05:07:53 (UTC+02:00) østeuropæisk tid, centraleuropæisk sommertid
Bekendtgørelsens officielle sprog: engelsk
Bekendtgørelsesnummer: 434929-2026
EUT-S-nummer: 120/2026
Offentliggørelsesdato: 25/06/2026