

582618-2026 - Wettbewerb

Dänemark – Dienstleistungen für Unternehmen: Recht, Marketing, Consulting, Einstellungen, Druck und Sicherheit – Nordic Countries Stand at The ITB Travel Trade Show

OJ S 162/2026 24/08/2026

**Auftrags- oder Konzessionsbekanntmachung – Standardregelung
Dienstleistungen**

1. Beschaffer

1.1. Beschaffer

Offizielle Bezeichnung: VisitDenmark

E-Mail: mikkel.taanum@twobirds.com

Rechtsform des Erwerbers: Einrichtung des öffentlichen Rechts

Tätigkeit des öffentlichen Auftraggebers: Freizeit, Sport, Kultur und Religion

2. Verfahren

2.1. Verfahren

Titel: Nordic Countries Stand at The ITB Travel Trade Show

Beschreibung: VisitDenmark, VisitSweden, VisitNorway and VisitIceland constitute the national tourism organisation in each country (hereinafter together as "Visit"). Visit's mission is to market the Nordic countries as a destination to attract foreign holiday-makers and conference delegates, thereby increasing revenue in the tourism industry and generating turnover and employment in the Nordic society. Marketing is carried out in close collaboration with the tourism industry and other key private and public sector stakeholders. VisitDenmark, VisitSweden, VisitNorway and VisitIceland, is to enter into four individual contracts with one exhibition stand builder for the next two years' ITB trade fairs in Berlin, with the option to extend for a further year two times. The goal is to find a supplier capable of developing a new exhibition stand in collaboration with Visit. In addition to developing the exhibition stand, the Consultant must also be responsible for transport, assembly, dismantling, storage and adaptations to the stand, etc. during the course of the contract. The stand being developed must be reused at the two trade fairs following the first year of the contract. I.e. in 2027 and 2028 respectively, with the option of an extension to 2029 and 2030. The stand must therefore be capable of lasting for at least four years. Between trade fairs, there may be a need for modifications to the stand and the replacement of elements. The tender procedure is carried out as a public tender in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement). Based on these Tender Conditions, the Contract will be concluded with one (1) Supplier to provide the services covered thereby.

Kennung des Verfahrens: cef28a52-49d9-45da-b486-de6b28a47be4

Interne Kennung: ed4d96b3-c7f7-42d8-9566-7a40bc60b270

Verfahrensart: Offenes Verfahren

Das Verfahren wird beschleunigt: nein

Zentrale Elemente des Verfahrens: The tender procedure is carried out as a public tender in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement).

2.1.1. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 79000000 Dienstleistungen für Unternehmen: Recht, Marketing, Consulting, Einstellungen, Druck und Sicherheit

2.1.2. Erfüllungsort

Land: Deutschland

Ort im betreffenden Land

2.1.3. Wert

Geschätzter Wert ohne MwSt.: 1 200 000,00 EUR

2.1.4. Allgemeine Informationen

Zusätzliche Informationen: As part of their tender, the tenderer must submit a completed ESPD. The ESPD has been published as part of the tender documentation and must be completed via Ethics. The tenderer must complete the ESPD with the information specified below: - Part II.A: The tenderer must provide their name, company registration number, postal address, contact person, whether the tenderer is a micro, small or medium-sized enterprise, and whether the tenderer is participating in the tender procedure together with others (as a consortium or similar). - Part II.C: The tenderer must state whether the tenderer relies on the economic and financial and/or technical and professional capacity of other entities. - Part III: The tenderer must state whether the tenderer is subject to the grounds for exclusion set out in Sections 134a–136 and Section 137(1)(1), (2), (3), (4) and (5) of the Public Procurement Act. If the tenderer is subject to the grounds for exclusion set out in Sections 134a–136 and Section 137(1)(1), (2), (3), (4) and (5), the tenderer will be excluded from participation in the tender procedure, unless the tenderer can provide sufficient documentation to demonstrate that it is nevertheless reliable, cf. Section 138 of the Public Procurement Act. - Part IV.B: The tenderer must describe its economic and financial capacity as well as its technical and professional capacity, cf. point 5.1.9 above. Pursuant to Section 144 of the Public Procurement Act, the tenderer may rely on the economic/financial and/or technical /professional capacity of other economic operators, regardless of the legal relationship between the operators. A tenderer relying on other economic operators must ensure that ESPDs containing the relevant information are submitted by each of the operators on whom the tenderer relies. This also applies if the tenderer constitutes a group of economic operators, e.g. a consortium; in such cases, each participant in the consortium/group must complete separate ESPDs with the information required in Sections II–V of the ESPD. The tenderer is encouraged to use Annexes A and B or equivalent as declarations of support/association. If the same legal entity is part of or otherwise participates in several tenders, the tenderer must ensure that the participation of the same legal entity does not give rise to the possibility of mutually influencing the content of the various tenders. Prior to the award decision, the Contracting Authority will request documentation for the information provided in the ESPD, cf. Sections 151–155 of the Public Procurement Act. The Contracting Authority reserves the right to request the documentation at an earlier stage in the tender process if the Contracting Authority deems it necessary to conduct the tender correctly. In accordance with Article 5k of Council Regulation (EU) 2022/576 of 8 April 2022 amending Regulation (EU) No 833/2014 concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine, the Contracting Authority is prohibited from awarding the Contract to: (a) Russian nationals or natural or legal persons, entities or bodies established in Russia; (b) legal persons, entities or bodies in which an entity referred to in (a) directly or indirectly holds more than 50%; or (c) natural or legal persons, entities or bodies acting on behalf of or on the

instructions of an entity referred to in (a) or (b), including, if they account for more than 10% of the contract value, subcontractors, suppliers or entities whose capacity is utilised, cf. the Public Procurement Directives. Together with the request for documentation of information in the ESPD, the Contracting Authority will require a declaration from the tenderer in which the tenderer declares that there is no Russian involvement in the contract exceeding the limits set out in Article 5k. The Contracting Authority may request further information or documentation regarding the winning tenderer's ownership structure. The Contracting Authority refers to the use of the template attached as Annex C when submitting the above-mentioned declaration. All communication with the Contracting Authority regarding the tender must be conducted via Ethics. Questions received before the deadline for questions on the tender documentation set out in the timetable will be answered. Questions received after the deadline for questions regarding the tender documentation will be answered to the extent possible no later than 6 days before the expiry of the application deadline. Interested companies are requested to keep themselves informed about the tender via Ethics. Should the tenderer encounter technical difficulties when using Ethics, the tenderer may contact Ethics Support by telephone on +45 70 22 70 07. If a technical issue is expected to affect multiple tenderers, information regarding this will be published via Ethics.

Rechtsgrundlage:

Richtlinie 2014/24/EU

2.1.6. Ausschlussgründe

Quellen der Ausschlussgründe: Einheitliche Europäische Eigenerklärung (EEE)

5. Los

5.1. Los: LOT-0000

Titel: Nordic Countries Stand at The ITB Travel Trade Show

Beschreibung: VisitDenmark, VisitSweden, VisitNorway and VisitIceland constitute the national tourism organisation in each country (hereinafter together as "Visit"). Visit's mission is to market the Nordic countries as a destination to attract foreign holiday-makers and conference delegates, thereby increasing revenue in the tourism industry and generating turnover and employment in the Nordic society. Marketing is carried out in close collaboration with the tourism industry and other key private and public sector stakeholders. VisitDenmark, VisitSweden, VisitNorway and VisitIceland, is to enter into four individual contracts with one exhibition stand builder for the next two years' ITB trade fairs in Berlin, with the option to extend for a further year two times. The goal is to find a supplier capable of developing a new exhibition stand in collaboration with Visit. In addition to developing the exhibition stand, the Consultant must also be responsible for transport, assembly, dismantling, storage and adaptations to the stand, etc. during the course of the contract. The stand being developed must be reused at the two trade fairs following the first year of the contract. I.e. in 2027 and 2028 respectively, with the option of an extension to 2029 and 2030. The stand must therefore be capable of lasting for at least four years. Between trade fairs, there may be a need for modifications to the stand and the replacement of elements. The tender procedure is carried out as a public tender in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement). Based on these Tender Conditions, the Contract will be concluded with one (1) Supplier to provide the services covered thereby.

Interne Kennung: 5c14c7d4-ebf7-4ef8-9e96-721ba16d9248

5.1.1. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 79000000 Dienstleistungen für Unternehmen: Recht, Marketing, Consulting, Einstellungen, Druck und Sicherheit

Optionen:

Beschreibung der Optionen: The Contract will have a duration of two years and an option to extend for one year two times.

5.1.2. Erfüllungsort

Land: Deutschland

Ort im betreffenden Land

5.1.3. Geschätzte Dauer

Laufzeit: 2 Jahre

5.1.4. Verlängerung

Maximale Verlängerungen: 2

Weitere Informationen zur Verlängerung: The Contract will have a duration of two years and an option to extend for one year two times.

5.1.5. Wert

Geschätzter Wert ohne MwSt.: 1 200 000,00 EUR

5.1.6. Allgemeine Informationen

Vorbehaltene Teilnahme:

Teilnahme ist nicht vorbehalten.

Die Namen und beruflichen Qualifikationen des zur Auftragsausführung eingesetzten Personals sind anzugeben: Nicht erforderlich

Auftragsvergabeprojekt nicht aus EU-Mitteln finanziert

Die Beschaffung fällt unter das Übereinkommen über das öffentliche Beschaffungswesen: ja

Zusätzliche Informationen: As part of their tender, the tenderer must submit a completed ESPD. The ESPD has been published as part of the tender documentation and must be completed via Ethics. The tenderer must complete the ESPD with the information specified below: - Part II.A: The tenderer must provide their name, company registration number, postal address, contact person, whether the tenderer is a micro, small or medium-sized enterprise, and whether the tenderer is participating in the tender procedure together with others (as a consortium or similar). - Part II.C: The tenderer must state whether the tenderer relies on the economic and financial and/or technical and professional capacity of other entities. - Part III: The tenderer must state whether the tenderer is subject to the grounds for exclusion set out in Sections 134a–136 and Section 137(1)(1), (2), (3), (4) and (5) of the Public Procurement Act. If the tenderer is subject to the grounds for exclusion set out in Sections 134a–136 and Section 137(1)(1), (2), (3), (4) and (5), the tenderer will be excluded from participation in the tender procedure, unless the tenderer can provide sufficient documentation to demonstrate that it is nevertheless reliable, cf. Section 138 of the Public Procurement Act. - Part IV.B: The tenderer must describe its economic and financial capacity as well as its technical and professional capacity, cf. point 5.1.9 above. Pursuant to Section 144 of the Public Procurement Act, the tenderer may rely on the economic/financial and/or technical /professional capacity of other economic operators, regardless of the legal relationship between the operators. A tenderer relying on other economic operators must ensure that ESPDs containing the relevant information are submitted by each of the operators on whom the tenderer relies. This also applies if the tenderer constitutes a group of economic operators, e.g. a consortium; in such cases, each participant in the consortium/group must complete

separate ESPDs with the information required in Sections II–V of the ESPD. The tenderer is encouraged to use Annexes A and B or equivalent as declarations of support/association. If the same legal entity is part of or otherwise participates in several tenders, the tenderer must ensure that the participation of the same legal entity does not give rise to the possibility of mutually influencing the content of the various tenders. Prior to the award decision, the Contracting Authority will request documentation for the information provided in the ESPD, cf. Sections 151–155 of the Public Procurement Act. The Contracting Authority reserves the right to request the documentation at an earlier stage in the tender process if the Contracting Authority deems it necessary to conduct the tender correctly. In accordance with Article 5k of Council Regulation (EU) 2022/576 of 8 April 2022 amending Regulation (EU) No 833/2014 concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine, the Contracting Authority is prohibited from awarding the Contract to: (a) Russian nationals or natural or legal persons, entities or bodies established in Russia; (b) legal persons, entities or bodies in which an entity referred to in (a) directly or indirectly holds more than 50%; or (c) natural or legal persons, entities or bodies acting on behalf of or on the instructions of an entity referred to in (a) or (b), including, if they account for more than 10% of the contract value, subcontractors, suppliers or entities whose capacity is utilised, cf. the Public Procurement Directives. Together with the request for documentation of information in the ESPD, the Contracting Authority will require a declaration from the tenderer in which the tenderer declares that there is no Russian involvement in the contract exceeding the limits set out in Article 5k. The Contracting Authority may request further information or documentation regarding the winning tenderer's ownership structure. The Contracting Authority refers to the use of the template attached as Annex C when submitting the above-mentioned declaration. All communication with the Contracting Authority regarding the tender must be conducted via Ethics. Questions received before the deadline for questions on the tender documentation set out in the timetable will be answered. Questions received after the deadline for questions regarding the tender documentation will be answered to the extent possible no later than 6 days before the expiry of the application deadline. Interested companies are requested to keep themselves informed about the tender via Ethics. Should the tenderer encounter technical difficulties when using Ethics, the tenderer may contact Ethics Support by telephone on +45 70 22 70 07. If a technical issue is expected to affect multiple tenderers, information regarding this will be published via Ethics.

5.1.9. Eignungskriterien

Quellen der Eignungskriterien: Einheitliche Europäische Eigenerklärung (EEE), Bekanntmachung, Auftragsunterlagen

Kriterium: Allgemeiner Jahresumsatz

Beschreibung des Eignungskriteriums: The Tenderer must state its gross profit for each of the last three completed and audited financial years in Part B of the ESPD. It is a minimum requirement that the Tenderer has had an annual turnover of at least EUR 150,000 in the last 3 available financial years.

Kriterium: Finanzkennzahlen

Beschreibung des Eignungskriteriums: The Tenderer must state its solvency ratio for each of the last three completed and audited financial years in Part B of the ESPD. It is a minimum requirement that the Tenderer has had a solvency ratio of at least 15% in the last 3 available financial years.

Kriterium: Finanzkennzahlen

Beschreibung des Eignungskriteriums: The Tenderer must state its equity for each of the last three completed and audited financial years in Part B of the ESPD. It is a minimum requirement that the Tenderer has had positive equity in the last 3 available financial years.

Kriterium: Referenzen zu bestimmten Dienstleistungen

Beschreibung des Eignungskriteriums: The Tenderer must submit at least one reference. It is a minimum requirement that the Tenderer has at least one (1) reference relating to works of a comparable nature to the procurement being tendered. Works of a comparable nature will include, amongst other things • Exhibition concepts developed for parts of the tourism industry • Exhibition concepts developed with a focus on Nordic aesthetics/taste

5.1.10. Zuschlagskriterien

Kriterium:

Art: Preis

Bezeichnung: Price

Beschreibung: The sub-criterion “Price” is evaluated on the basis of the Tenderer’s response to Sub-Appendix 2.A. On this basis, a total “Technical Evaluation Score” is calculated, which will form the basis for the evaluation.

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Prozentanteil, genau)

Zuschlagskriterium — Zahl: 30

Kriterium:

Art: Qualität

Bezeichnung: Exhibition Stand Concept

Beschreibung: Evaluation of the sub-criterion “Exhibition Stand Concept” is based on the Tenderer’s response to Appendix 1 and Sub-Appendix 1.A. The elements included in the evaluation of the Tenderers’ responses are set out in the instructions for Appendix 1.

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Prozentanteil, genau)

Zuschlagskriterium — Zahl: 40

Kriterium:

Art: Qualität

Bezeichnung: Environment

Beschreibung: Evaluation of the sub-criterion “Environment” is based on the Tenderer’s response to Appendix 1 and Sub-Appendix 1.A. The elements included in the evaluation of the Tenderers’ responses are set out in the instructions for Appendix 1.

Kategorie des Gewicht-Zuschlagskriteriums: Gewichtung (Prozentanteil, genau)

Zuschlagskriterium — Zahl: 30

5.1.11. Auftragsunterlagen

Frist für die Anforderung zusätzlicher Informationen: 14/09/2026 21:55:00 (UTC+00:00)

Westeuropäische Zeit, GMT

Internetadresse der Auftragsunterlagen: <https://www.ethics.dk/ethics/eo#/0f3618b7-3026-4163-88e0-f4eac3e27bcc/publicMaterial>

5.1.12. Bedingungen für die Auftragsvergabe

Bedingungen für die Einreichung:

Elektronische Einreichung: Erforderlich

Adresse für die Einreichung: <https://www.ethics.dk/ethics/eo#/0f3618b7-3026-4163-88e0-f4eac3e27bcc/homepage>

Sprachen, in denen Angebote oder Teilnahmeanträge eingereicht werden können: Englisch

Elektronischer Katalog: Nicht zulässig

Varianten: Nicht zulässig

Die Bieter können mehrere Angebote einreichen: Nicht zulässig
Frist für den Eingang der Angebote: 21/09/2026 08:00:00 (UTC+00:00) Westeuropäische Zeit, GMT

Dauer, während der das Angebot gültig bleiben muss: 90 Tage

Informationen, die nach Ablauf der Einreichungsfrist ergänzt werden können:

Fehlende Bieterunterlagen können nicht nach Fristablauf nachgereicht werden.

Informationen über die öffentliche Angebotsöffnung:

Eröffnungstermin: 22/09/2026 06:00:00 (UTC+00:00) Westeuropäische Zeit, GMT

Eröffnungstermin — Beschreibung: No public opening of tenders will take place

Auftragsbedingungen:

Die Auftragsausführung muss im Rahmen von Programmen für geschützte

Beschäftigungsverhältnisse erfolgen: Nein

Bedingungen für die Ausführung des Auftrags: Please refer to the remaining tender documents and the Contract.

Es ist eine Geheimhaltungsvereinbarung erforderlich: nein

Elektronische Rechnungsstellung: Erforderlich

Aufträge werden elektronisch erteilt: nein

Zahlungen werden elektronisch geleistet: ja

5.1.15. Techniken

Rahmenvereinbarung:

Keine Rahmenvereinbarung

Informationen über das dynamische Beschaffungssystem:

Kein dynamisches Beschaffungssystem

5.1.16. Weitere Informationen, Schlichtung und Nachprüfung

Überprüfungsstelle: Klagenævnet for Udbud

Informationen über die Überprüfungsfristen: Under the Act on the Complaints Board for Public Procurement etc. (the Act is available at www.retsinformation.dk), the following time limits apply to the lodging of complaints, cf. section 7(2) of the Act: 1) 45 calendar days after the contracting authority has published a notice in the Official Journal of the European Union stating that the contracting authority has concluded a contract. The time limit is calculated from the day following the date on which the notice was published. 2) 20 calendar days from the day following the contracting authority's notification of its decision, cf. section 185(2) of the Public Procurement Act. No later than at the same time as a complaint is lodged with the Complaints Board for Public Procurement, the complainant must notify the contracting authority in writing that a complaint is being lodged with the Complaints Board for Public Procurement, and whether the complaint has been lodged during the standstill period, cf. section 6(4) of the Act. In cases where the complaint has not been lodged during the standstill period, the complainant must also state whether suspensive effect of the complaint is sought, cf. section 12(1) of the Act. The Complaints Board for Public Procurement's email address is klfu@naevneneshus.dk. The Complaints Board for Public Procurement's guidance on complaints can be found at <https://naevneneshus.dk/naevnsoversigt/klagenaevnet-for-udbud/vejledning/>

Organisation, die Informationen über den allgemeinen, am Ort der Ausführung des Auftrags geltenden umweltrechtlichen Rahmen bereitstellt: Konkurrence- og Forbrugerstyrelsen

Organisation, die zusätzliche Informationen über das Vergabeverfahren bereitstellt:

VisitDenmark

Organisation, die einen Offline-Zugang zu den Vergabeunterlagen bereitstellt: VisitDenmark

Organisation, die weitere Informationen für die Nachprüfungsverfahren bereitstellt:
Konkurrence- og Forbrugerstyrelsen
Organisation, die Teilnahmeanträge entgegennimmt: VisitDenmark
Organisation, die Angebote bearbeitet: VisitDenmark

8. Organisationen

8.1. ORG-0001

Offizielle Bezeichnung: VisitDenmark
Registrierungsnummer: 33055331
Postanschrift: Islands Brygge 43, 3.
Stadt: København S
Postleitzahl: 2300
Land, Gliederung (NUTS): Byen København (DK011)
Land: Dänemark
Kontaktperson: Mikkel Taanum
E-Mail: mikkel.taanum@twobirds.com
Telefon: 20133820

Rollen dieser Organisation:

Beschaffer
Organisation, die zusätzliche Informationen über das Vergabeverfahren bereitstellt
Organisation, die einen Offline-Zugang zu den Vergabeunterlagen bereitstellt
Organisation, die Teilnahmeanträge entgegennimmt
Organisation, die Angebote bearbeitet

8.1. ORG-0002

Offizielle Bezeichnung: Klagenævnet for Udbud
Registrierungsnummer: 37795526
Postanschrift: Toldboden 2
Stadt: Viborg
Postleitzahl: 8800
Land, Gliederung (NUTS): Vestjylland (DK041)
Land: Dänemark
Kontaktperson: Klagenævnet for Udbud
E-Mail: klfu@naevneneshus.dk
Telefon: +45 72405600
Internetadresse: <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

Rollen dieser Organisation:

Überprüfungsstelle

8.1. ORG-0003

Offizielle Bezeichnung: Konkurrence- og Forbrugerstyrelsen
Registrierungsnummer: 10294819
Postanschrift: Carl Jacobsens Vej 35
Stadt: Valby
Postleitzahl: 2500
Land, Gliederung (NUTS): Byen København (DK011)
Land: Dänemark
Kontaktperson: Konkurrence- og Forbrugerstyrelsen
E-Mail: kfst@kfst.dk

Telefon: +45 41715000

Internetadresse: <https://www.kfst.dk>

Rollen dieser Organisation:

Organisation, die weitere Informationen für die Nachprüfungsverfahren bereitstellt

Organisation, die Informationen über den allgemeinen, am Ort der Ausführung des Auftrags geltenden umweltrechtlichen Rahmen bereitstellt

8.1. ORG-0004

Offizielle Bezeichnung: Mercell Holding ASA

Registrierungsnummer: 980921565

Postanschrift: Askekroken 11

Stadt: Oslo

Postleitzahl: 0277

Land, Gliederung (NUTS): Oslo (NO081)

Land: Norwegen

Kontaktperson: eSender

E-Mail: publication@mercell.com

Telefon: +47 21018800

Fax: +47 21018801

Internetadresse: <http://mercell.com/>

Rollen dieser Organisation:

TED eSender

Informationen zur Bekanntmachung

Kennung/Fassung der Bekanntmachung: 0255c382-4400-4378-abe3-c4ea2b3de900 - 01

Formulartyp: Wettbewerb

Art der Bekanntmachung: Auftrags- oder Konzessionsbekanntmachung – Standardregelung

Unterart der Bekanntmachung: 16

Datum der Übermittlung der Bekanntmachung: 21/08/2026 12:34:42 (UTC+00:00)

Westeuropäische Zeit, GMT

Bekanntmachung — eSender-Übermittlungsdatum: 21/08/2026 12:36:46 (UTC+00:00)

Westeuropäische Zeit, GMT

Sprachen, in denen diese Bekanntmachung offiziell verfügbar ist: Englisch

Veröffentlichungsnummer der Bekanntmachung: 582618-2026

ABl. S – Nummer der Ausgabe: 162/2026

Datum der Veröffentlichung: 24/08/2026