

Ireland-Dublin: Advertising and marketing services

OJ S 53/2023 15/03/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bord Bia (Irish Food Board)

National registration number: N/A

Postal address: 140 Pembroke Road

Town: Dublin 4

NUTS code: IE Éire / Ireland

Postal code: Ballsbridge

Country: Ireland

Contact person: Elaine Malone

E-mail: elaine.malone@bordbia.ie

Telephone: +353 16142229

Internet address(es):

Main address: www.bordbia.ie

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/432>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=236018&B=ETENDERS_SIMPLE

[PID=236018&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=236018&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=236018&B=ETENDERS_SIMPLE

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Bord Bia Irish Food Board

I.5. Main activity

Other activity: Bord Bia Irish Food Board

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

ITT - China Marketing Communications

Reference number: EM/CMC/03/23

II.1.2.

Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Invitation to tender for China Marketing Communications

II.1.5. Estimated total value

Value excluding VAT: 2 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

Invitation to tender for China Marketing Communications

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 2 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information**Section III: Legal, economic, financial and technical information**

III.1. Conditions for participation**III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

As per tender document

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 157-450243](#)

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 13/04/2023 Local time: 14:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.7. Conditions for opening of tenders

Date: 13/04/2023 Local time: 14:00

Place:

Bord Bia, Global Hub, 140 Pembroke Road, Dublin 4

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: The High Court

Postal address: Inns Quay

Town: Dublin

Postal code: 7

Country: Ireland

VI.5. Date of dispatch of this notice

10/03/2023