

173990-2026 - Result

Ireland – Marketing services – The Provision of a Three-Year EU Co-funded Promotion Campaign for EU Beef and Lamb

OJ S 50/2026 12/03/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Bord Bia (Irish Food Board)

Email: procurement@bordbia.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: The Provision of a Three-Year EU Co-funded Promotion Campaign for EU Beef and Lamb

Description: Bord Bia seek to appoint a suitably qualified Implementing Body for the provision of a three-year Information and Promotional Campaign on an EU Beef and Lamb Programme in accordance with Directive 2014/24/EU (Public Sector Directive).

Procedure identifier: a3157954-4e7d-4d6a-8f3f-7deef31206cf

Previous notice: 781af4e3-dc99-4e89-a6d1-11cfcccf0df0-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79342100 Direct marketing services, 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 1 312 768,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: The Provision of a Three-Year EU Co-funded Promotion Campaign for EU Beef and Lamb

Description: Bord Bia seek to appoint a suitably qualified Implementing Body for the provision of a three-year Information and Promotional Campaign on an EU Beef and Lamb Programme in accordance with Directive 2014/24/EU (Public Sector Directive).

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79342100 Direct marketing services, 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 1 312 768,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Cost @ 15%

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 15

Criterion:

Type: Quality

Description: Quality @ 85%

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 85

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Bord Bia (Irish Food Board)

Organisation providing more information on the review procedures: The High Court of Ireland

6. Results

Value of all contracts awarded in this notice: 1 312 768,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Bergre Consulting Co. Ltd. (TMG)

Tender:

Tender identifier: 000131618

Identifier of lot or group of lots: LOT-0001

Value of the tender: 1 312 768,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 433683

Date on which the winner was chosen: 26/09/2025

Date of the conclusion of the contract: 09/03/2026

Information about European Union funds:

Name of EU-financed project or programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

Identifier of EU funds: 101194227

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: Bord Bia (Irish Food Board)

Registration number: None

Postal address: 140 Pembroke Road

Town: Ballsbridge, Dublin 4

Postcode: D04 NV34

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@bordbia.ie

Telephone: 01 6685155

Internet address: <https://www.bordbia.ie>

Buyer profile: <https://www.bordbia.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Bergre Consulting Co. Ltd. (TMG)

Size of the economic operator: Micro, small, or medium

Registration number: TMG Communications

Postal address: 107, 4F, WeWork, 608 Xikang Road
Town: Shanghai
Postcode: 200041
Country: China
Email: yue@thingamajig.asia
Telephone: 0086 13564620404

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: The High Court of Ireland
Registration number: The High Court of Ireland
Department: The High Court of Ireland
Postal address: Four Courts, Inns Quay, Dublin 7
Town: Dublin
Postcode: D07 WDX8
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Postcode: 15125
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

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