

178698-2026 - Competition

Ireland – Technical computer support services – Invitation to Tender for the Provision of SEO, AEO/GEO and Content Optimisation Services for Bord Bia

OJ S 52/2026 16/03/2026

Contract or concession 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: Invitation to Tender for the Provision of SEO, AEO/GEO and Content Optimisation Services for Bord Bia

Description: Bord Bia invites submissions from suitably qualified and experienced SEO agencies for the provision of strategic, technical, and content focused search optimisation services to support three core organisational websites operating across global markets.

Procedure identifier: 25942097-a615-481b-906e-41a8ffc73f6f

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72611000 Technical computer support services

Additional classification (cpv): 72610000 Computer support services, 72600000 Computer support and consultancy services, 72310000 Data-processing services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 300 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Invitation to Tender for the Provision of SEO, AEO/GEO and Content Optimisation Services for Bord Bia

Description: Bord Bia invites submissions from suitably qualified and experienced SEO agencies for the provision of strategic, technical, and content focused search optimisation services to support three core organisational websites operating across global markets.

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72611000 Technical computer support services

Additional classification (cpv): 72610000 Computer support services, 72600000 Computer support and consultancy services, 72310000 Data-processing 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: 300 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not 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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 03/04/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7718600>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7718600>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 13/04/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 9 Months

Information about public opening:

Opening date: 13/04/2026 12:30:00 (UTC+00:00) Western European Time, GMT

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7718600>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

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

Organisation receiving requests to participate: Bord Bia (Irish Food Board)

Organisation processing tenders: Bord Bia (Irish Food Board)

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

Organisation receiving requests to participate

Organisation processing tenders

8.1. ORG-0002

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-0003

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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