

282204-2026 - Result

Ireland – Market research services – Bord Bia’s Marketing Services China
OJ S 80/2026 24/04/2026
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: Bord Bia’s Marketing Services China
Description: Bord Bia is seeking tenders to engage the services of a competent marketing services provider with expert local knowledge of the food and drink business in the market of China, to include retail, foodservice, importers, wholesalers, and manufacturing sectors, amongst others. Bord Bia’s objective is to assist the Irish food and drink industry grow their business in the region .
Procedure identifier: 618d955b-4054-445c-93e7-615a46756433
Previous notice: 39f390f4-ad04-4698-af6b-6bcba7303a4f-01
Type of procedure: Open
The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79310000 Market research services
Additional classification (cpv): 79342000 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: 975 000,00 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Bord Bia’s Marketing Services China

Description: Bord Bia is seeking tenders to engage the services of a competent marketing services provider with expert local knowledge of the food and drink business in the market of China, to include retail, foodservice, importers, wholesalers, and manufacturing sectors, amongst others. Bord Bia's objective is to assist the Irish food and drink industry grow their business in the region .

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79342000 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: 39 Months

5.1.5. Value

Estimated value excluding VAT: 975 000,00 EUR

5.1.6. General information

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

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Cost @ 30%

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Quality @ 70%

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

Award criterion number: 70

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: 975 000,00 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: SMH International Limited

Tender:

Tender identifier: 000150606

Identifier of lot or group of lots: LOT-0001

Value of the tender: 975 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 439241

Date on which the winner was chosen: 24/02/2026

Date of the conclusion of the contract: 21/04/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

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: SMH International Limited

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

Registration number: SMH International

Postal address: Room 2212, Phase 1, IAPM, 999 Huaihai Middle Road, Xuhui District, Shanghai, China

Town: Shanghai

Postcode: 200031

Country: China
Email: stephanie.pan@smh-intl.com
Telephone: +86 21 5466 9608
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

Notice identifier/version: 70908858-65ed-4136-81ef-91793f3985c7 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
Notice dispatch date: 22/04/2026 14:25:10 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: English
Notice publication number: 282204-2026
OJ S issue number: 80/2026
Publication date: 24/04/2026