

282274-2026 - Competition

Ireland – Marketing management consultancy services – Invitation to tender for Bord Bia’s Marketing Services in Mainland China, Hong Kong and Taiwan

OJ S 80/2026 24/04/2026

Contract or concession notice – standard regime - Change notice
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 Bord Bia’s Marketing Services in Mainland China, Hong Kong and Taiwan

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 markets of Mainland China, Hong Kong and Taiwan, 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 by provision of services which include the following:

Procedure identifier: 52aefd0a-d425-4ba3-9f86-ce66c0eda7d7

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 210 000,00 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 Bord Bia's Marketing Services in Mainland China, Hong Kong and Taiwan

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 markets of Mainland China, Hong Kong and Taiwan, 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 by provision of services which include the following:

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country: Ireland

Anywhere in the given country

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 210 000,00 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: 19/05/2025 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=5555312>

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=5555312>

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: 28/05/2025 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 9 Months

Information about public opening:

Opening date: 28/05/2025 12:30:00 (UTC+01:00) Central European Time, Western European Summer Time

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=5555312>

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

10. Change

Version of the previous notice to be changed

:

2736871f-db5a-410d-84c6-b21c142b7b9e-01

Main reason for change

:

Cancellation intention

Description

:

This decision follows an internal review of our requirements, which has led us to reconsider the scope and approach of this competition.

Notice information

Notice identifier/version: bc80b758-f3d1-48f4-8aeb-36ac38950058 - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 22/04/2026 15:05:26 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 282274-2026

OJ S issue number: 80/2026

Publication date: 24/04/2026