

287226-2026 - Planning

Norway – Advertising and marketing services – Market survey - Procurement of communication services.

OJ S 81/2026 27/04/2026

Prior information notice or a periodic indicative notice used only for information Services

1. Buyer

1.1. Buyer

Official name: FORSVARSMATERIELL

Email: cringkjob@mil.no

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: Defence

2. Procedure

2.1. Procedure

Title: Market survey - Procurement of communication services.

Description: The Norwegian Defence Materiel Agency (FMA) is planning the procurement of a new framework agreement for communication services. The tentative announcement of the tender contest is Q2/Q3 2026. FMA would thus like to obtain information from the market in the form of a market survey so that the competition hits the market in the best possible way. We hope that relevant suppliers will contribute to this by answering the questions in writing that are listed in the Market Survey point 3. Responses to the market dialogue are to be sent as an annex via the communication module in Mercell by 11.05.2026 at 12 o'clock. After this date feedback will be received, but the tenderer cannot expect to be considered.

Internal identifier: 202600906

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 22462000 Advertising material, 72200000 Software programming and consultancy services, 72211000 Programming services of systems and user software, 72230000 Custom software development services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services, 79415200 Design consultancy services, 79822500 Graphic design services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production

2.1.2. Place of performance

Country: Norway

Anywhere in the given country

Additional information: Norwegian Defence Materiel Agency is planning to enter into a framework agreement for communication services. We would, thus, like information from the market in the form of a market survey. Responses are to be submitted as an annex in the communication module in Mercell by 11.05.2026, 12.00. Feedback will be received after this point in time, but the tenderer cannot expect feedback after this date to be considered.

2.1.3. Value

Estimated value excluding VAT: 30 000 000,00 NOK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Anskaffelsesforskriften - Prior information notice - Public Procurement Regulations (the Procurement Regulations)

3. Part

3.1. Part: PAR-0000

Title: Market survey - Procurement of communication services.

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3.1.3. Duration

Duration: 4 Years

3.1.4. Value

Estimated value excluding VAT: 30 000 000,00 NOK

3.1.5. General information

Reserved participation

:

Participation is not reserved.

The procurement is covered by the Government Procurement Agreement (GPA): no

3.1.6. Procurement documents

Languages in which the procurement documents are officially available: Norwegian

Address of the procurement documents: <https://permalink.mercell.com/282141386.aspx>

3.1.7. Terms of procurement

The execution of the contract must be performed within the framework of sheltered employment programmes: No

3.1.9. Further information, mediation and review

Review organisation: Oslo tingrett

Organisation providing offline access to the procurement documents: FORSVARSMATERIELL

8. Organisations

8.1. ORG-0001

Official name: FORSVARSMATERIELL

Registration number: 916075855

Postal address: Grev Wedels plass 1

Town: OSLO

Postcode: 0151

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Contact point: Christian Hasselberg Ringkjøb

Email: cringkjob@mil.no

Telephone: 414 16 499

Internet address: <https://FMA.NO>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Oslo tingrett

Registration number: 926725939

Town: Oslo

Postcode: 0125

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: eed09484-c5a8-4916-842c-3fb701ae5113 - 01

Form type: Planning

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Notice subtype: 4

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