

297230-2026 - Competition

Norway – Industry specific software package – Core Marketing System

OJ S 84/2026 30/04/2026

Contract or concession notice – standard regime

Supplies

1. Buyer

1.1. Buyer

Official name: Norwegian Seafood Council

Email: tm@seafood.no

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Core Marketing System

Description: The aim of this procurement is to establish a new core system to support the Norwegian Seafood Council's (NSC) total marketing activities, including planning, implementation, management and evaluation of marketing initiatives, and to replace the current Brandmaker system, which is being phased out. The new system shall ensure continuity of NSB's marketing operations and enable a complete and controlled migration from Brandmaker by the end of 2026.

Procedure identifier: f9d38cb6-ddc7-4d14-a296-9e3cbb838940

Internal identifier: 26/5

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Supplies

Main classification (cpv): 48100000 Industry specific software package

2.1.2. Place of performance

Anywhere

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Core Marketing System

Description: The aim of this procurement is to establish a new core system to support the Norwegian Seafood Council's (NSC) total marketing activities, including planning, implementation, management and evaluation of marketing initiatives, and to replace the current Brandmaker system, which is being phased out. The new system shall ensure continuity of NSB's marketing operations and enable a complete and controlled migration from Brandmaker by the end of 2026.

Internal identifier: 26/5

5.1.1. Purpose

Main nature of the contract: Supplies

Main classification (cpv): 48100000 Industry specific software package

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Duration: 3 Years

5.1.4. Renewal

Maximum renewals: 2

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): no

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=90568>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeld=90568&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of requests to participate: 04/06/2026 10:00:58 (UTC+00:00) Western European Time, GMT

Terms of contract:

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

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: Nord-Troms og Senja tingrett

Information about review deadlines: A waiting period of minimum 10 days shall be introduced after the award of contract decision is public.

8. Organisations

8.1. ORG-0001

Official name: Norwegian Seafood Council

Registration number: 988597627

Department: Innkjøp

Postal address: Stortorget 1

Town: Tromsø

Postcode: 9008

Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)

Country: Norway

Contact point: Tom Meland

Email: tm@seafood.no

Telephone: +47 77 60 33 33

Internet address: <http://www.seafood.no>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Nord-Troms og Senja tingrett

Registration number: 926 723 022

Postal address: Postboks 2510

Town: Tromsø

Postcode: 9270

Country subdivision (NUTS): Troms/Romsa/Tromssa (NO072)

Country: Norway

Email: tntspost@domstol.no

Telephone: 77 60 34 00

Internet address: <https://www.domstol.no/no/domstoler/tingrett/nord-troms-og-senja-tingrett/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 5dc115b2-af02-4695-9f12-d4501566d4fe - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 29/04/2026 10:35:15 (UTC+00:00) Western European Time, GMT
Notice dispatch date (eSender): 29/04/2026 10:46:48 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: English
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