

339080-2026 - Competition

Switzerland – Business services: law, marketing, consulting, recruitment, printing and security – Produkt Marketing Agentur
OJ S 94/2026 18/05/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Switch

Email: procurement@switch.ch

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

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Produkt Marketing Agentur

Description: Switch möchte eine externe Partneragentur mandatieren, welche sie im Bereich Produktmarketing, insbesondere in der Produktkommunikation gegenüber den bestehenden und potenziellen Kunden von Switch unterstützt. Nicht im Fokus stehen Leistungen der Corporate-Kommunikation (intern und extern) oder Employer Branding.

Procedure identifier: 0d75c84c-8d3c-4dcf-871f-4ab19138a549

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

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-0000

Title: Produkt Marketing Agentur

Description: Switch möchte eine externe Partneragentur mandatieren, welche sie im Bereich Produktmarketing, insbesondere in der Produktkommunikation gegenüber den bestehenden und potenziellen Kunden von Switch unterstützt. Nicht im Fokus stehen Leistungen der Corporate-Kommunikation (intern und extern) oder Employer Branding.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Options:

Description of the options: Der Rahmenvertrag sowie das Pflichtenheft definieren die optionalen Leistungsbeschreibungen.

5.1.2. Place of performance

Town: Zürich

Postcode: 8004

Country subdivision (NUTS): Zürich (CH040)

Country: Switzerland

Additional information: Am Hauptsitz von Switch in Zürich.

5.1.3. Estimated duration

Start date: 01/08/2026

Duration end date: 31/07/2029

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not yet known

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Zuschlagskriterien

Description of the method to be used if weighting cannot be expressed by criteria: Die Zuschlagskriterien sind in den Dokumenten definiert.

5.1.11. Procurement documents

Access to certain procurement documents is restricted

Information about restricted documents is available at: <https://www.simap.ch/de/redirect?context=eyJwYWdlIjoicHJvamVjdCIsInJvbGUlOm51bGwslm9yZ0lkIjpudWxsLCJwcm9qZWNoSWQ>

Ad hoc communication channel:

Name: Simap.ch

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://suite.suisseoffer.ch/suite/pages/public/wto.jsf?id=3171f65d-186b-4d18-8885-d1e0d13b0118>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 23/06/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 180 Days

Terms of contract:

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

Conditions relating to the performance of the contract: Weitere Angaben in der offiziellen Publikation auf simap.ch

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

Financial arrangement: Weitere Angaben in der offiziellen Publikation auf simap.ch

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: Bundesverwaltungsgericht

Information about review deadlines: Rechtsmittelbelehrung Diese Ausschreibung kann innert 20 Tagen seit ihrer ersten Publikation mit Beschwerde bei der Bildungs- und Kulturdirektion des Kantons Bern, Rechtsdienst, Sulgeneckstr. 70, 3005 Bern angefochten werden. Die Beschwerde muss einen Antrag, die Angabe von Tatsachen und Beweismitteln, eine Begründung sowie eine Unterschrift enthalten. Die angefochtene Ausschreibung und greifbare Beweismittel sind beizulegen.

Organisation providing additional information about the procurement procedure: Switch

8. Organisations

8.1. ORG-0001

Official name: Switch

Registration number: 2a4b43d6-6542-46f7-8eb9-04004ed4c83f

Postal address: c/o swissuniversities; Effingerstrasse 15

Town: Bern

Postcode: 3008

Country subdivision (NUTS): Bern / Berne (CH021)

Country: Switzerland

Email: procurement@switch.ch

Telephone: +41442681515

Internet address: <https://switch.ch>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Bundesverwaltungsgericht

Registration number: BVGER

Postal address: Postfach
Town: St. Gallen
Postcode: 9023
Country subdivision (NUTS): St. Gallen (CH055)
Country: Switzerland
Email: info@bvger.admin.ch
Telephone: +41584652626
Internet address: <https://www.bvger.ch>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Simap.ch
Registration number: CH001
Postal address: Holzikofenweg 36
Town: Bern
Postcode: 3003
Country subdivision (NUTS): Bern / Berne (CH021)
Country: Switzerland
Email: support@simap.ch
Telephone: +41584646388
Internet address: <https://www.simap.ch>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 44a4496c-463a-4d90-bb56-5d3b75c6cdd8 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 14/05/2026 02:25:51 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: German
Notice publication number: 339080-2026
OJ S issue number: 94/2026
Publication date: 18/05/2026