

344935-2026 - Result

Gabon – Marketing management consultancy services – Communication stratégique de l'UE au Gabon et à Sao Tomé-et-Principe

OJ S 96/2026 20/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Commission européenne, INTPA - International Partnerships

Email: DELEGATION-GABON-TENDERS@eeas.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Communication stratégique de l'UE au Gabon et à Sao Tomé-et-Principe

Description: Contrat de services avec une entreprise de communication, chargée d'apporter un soutien significatif à la communication stratégique de la Délégation de l'Union européenne au Gabon et Sao Tomé-et-Principe. L'objectif est d'améliorer la connaissance, la perception et la portée de l'action de l'UE au Gabon et à Sao Tomé-et-Principe, en particulier dans le déploiement de la stratégie Global Gateway. À cette fin, la Délégation de l'UE prévoit la conception et la mise en œuvre de campagnes visant en priorité un public de jeunes adultes (18-34 ans), mettant en avant l'offre positive de l'UE dans ces deux pays. Le contractant proposera des stratégies visant à renforcer la perception, la connaissance et la compréhension de l'offre intégrée de l'UE, essentiellement dans le cadre de la stratégie Global Gateway, et de ses incidences positives pour les citoyens gabonais et santoméens

Procedure identifier: 7e7499fc-1be3-4fc2-9823-a85b617240b2

Previous notice: 601963-2025

Internal identifier: EC-INTPA/LBV/2025/EA-RP/0154

Type of procedure: Restricted

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

2.1.2. Place of performance

Anywhere

Additional information: Veuillez consulter les documents de marché.

2.1.3. Value

Estimated value excluding VAT: 500 000,00 EUR

2.1.4. General information

Legal basis:

Regulation (EU, Euratom) 2024/2509

5. Lot

5.1. Lot: LOT-0001

Title: Communication stratégique de l'UE au Gabon et à Sao Tomé-et-Principe

Description: Contrat de services avec une entreprise de communication, chargée d'apporter un soutien significatif à la communication stratégique de la Délégation de l'Union européenne au Gabon et Sao Tomé-et-Principe. L'objectif est d'améliorer la connaissance, la perception et la portée de l'action de l'UE au Gabon et à Sao Tomé-et-Principe, en particulier dans le déploiement de la stratégie Global Gateway. À cette fin, la Délégation de l'UE prévoit la conception et la mise en œuvre de campagnes visant en priorité un public de jeunes adultes (18-34 ans), mettant en avant l'offre positive de l'UE dans ces deux pays. Le contractant proposera des stratégies visant à renforcer la perception, la connaissance et la compréhension de l'offre intégrée de l'UE, essentiellement dans le cadre de la stratégie Global Gateway, et de ses incidences positives pour les citoyens gabonais et santoméens

Internal identifier: EC-INTPA/LBV/2025/EA-RP/0154

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 71356200 Technical assistance services, 79960000

Photographic and ancillary services, 79970000 Publishing services, 79340000 Advertising and marketing services

Options:

Description of the options: pour autant qu'ils soient conformes au projet de base, de nouveaux services ou travaux consistant dans la répétition de services ou travaux similaires peuvent être confiés jusqu'à concurrence de 50 % du marché initial au contractant initial par procédure négociée sans publication préalable d'un avis de marché.

5.1.2. Place of performance

Anywhere

Additional information: Le contrat sera exécuté en Gabon

5.1.2. Place of performance

Anywhere

Additional information: Le contrat sera exécuté en São Tomé and Príncipe

5.1.2. Place of performance

Anywhere

Additional information: Veuillez consulter les documents de marché.

5.1.3. Estimated duration

Duration: 24 Months

5.1.5. Value

Estimated value excluding VAT: 500 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

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

Additional information: The procurement is funded by the following EU programme: Africa, Caribbean and Pacific.

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Veuillez consulter les documents de marché.

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

Award criterion number: 80

Criterion:

Type: Price

Description: Veuillez consulter les documents de marché.

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

Award criterion number: 20

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: Cour de justice de l'Union européenne

Organisation providing more information on the review procedures: Commission européenne, INTPA - International Partnerships

Organisation signing the contract: Commission européenne, INTPA - International Partnerships

6. Results

Value of all contracts awarded in this notice: 498 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners**Winner:**

Leader of tendering party: EUROSUPPORT - FINEUROP SUPPORT SRL

Official name: NEXT GROUP

Official name: Zeleman Communications Advertising and Production plc

Official name: Winston Films

Official name: Torke Stunt, Lda

Tender:

Tender identifier: 300150921

Identifier of lot or group of lots: LOT-0001

Value of the tender: 498 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 2026/490727

Date on which the winner was chosen: 30/04/2026

Information about European Union funds:

Name of EU-financed project or programme: Neighbourhood, Development and International Cooperation Instrument (NDICI) (2021/2027)

Organisation signing the contract: Commission européenne, INTPA - International Partnerships

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders
Number of tenders or requests to participate received: 11
Type of received submissions: Tenders submitted electronically
Number of tenders or requests to participate received: 11
Type of received submissions: Tenders from micro, small or medium tenderers
Number of tenders or requests to participate received: 1
Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer
Number of tenders or requests to participate received: 11
Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area
Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: Commission européenne, INTPA - International Partnerships
Registration number: COM
Department: INTPA.A - Africa, INTPA.A.4 - Eastern and Central Africa
Postal address: Lotissement des Cocotiers, Bas de Gué-Gué
Town: Libreville
Country: Gabon
Email: DELEGATION-GABON-TENDERS@eeas.europa.eu
Telephone: +32 2 299 11 11
Internet address: https://international-partnerships.ec.europa.eu/index_en

Roles of this organisation:

Buyer
Organisation providing more information on the review procedures
Organisation signing the contract

8.1. ORG-0002

Official name: Cour de justice de l'Union européenne
Registration number: CURIA
Postal address: Rue du Fort Niedergrünwald
Town: Luxembourg
Postcode: L-2925
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: GC.Registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Commission européenne
Registration number: EUCOM
Postal address: Mondrian (CDMA), Rue du Champ de Mars 21
Town: Brussels
Postcode: B-1050

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: DELEGATION-GABON-TENDERS@eeas.europa.eu

Telephone: +32 2 299 11 11

Internet address: <https://commission.europa.eu/>

Roles of this organisation:

TED eSender

8.1. ORG-0004

Official name: EUROSUPPORT - FINEUROP SUPPORT SRL

Size of the economic operator: Small

Registration number: IT07021510966

Postal address: CORSO VITTORIO EMANUELE II, 24

Town: MILANO

Postcode: 20122

Country subdivision (NUTS): Extra-Regio NUTS 3 (ITZZZ)

Country: Italy

Email: fpi4.fwc@eurosupport.it

Telephone: +390277491

Roles of this organisation:

Tenderer

Leader of tendering party

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: NEXT GROUP

Size of the economic operator: Medium

Registration number: IT01765551005

Postal address: VIA SALLUSTIANA 26

Town: ROMA

Postcode: 00187

Country subdivision (NUTS): Extra-Regio NUTS 3 (ITZZZ)

Country: Italy

Email: fpi4.fwc@eurosupport.it

Telephone: +39 064417351

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0006

Official name: Zeleman Communications Advertising and Production plc

Size of the economic operator: Medium

Registration number: NONAPPLICABLE

Postal address: 10th floor of SNAP Plaza Build. Bole Road in Addis Ababa

Town: Addis Ababa

Postcode: 1000

Country: Ethiopia

Email: fpi4.fwc@eurosupport.it

Telephone: +251 116 632800

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0007

Official name: Winston Films

Size of the economic operator: Small

Registration number: DE350832

Postal address: Ulrich-Veist-Straße 2

Town: Landsberg am Lech

Postcode: 86899

Country subdivision (NUTS): Extra-Regio NUTS 3 (DEZZZ)

Country: Germany

Email: fpi4.fwc@eurosupport.it

Telephone: +4916094494236

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0008

Official name: Torke Stunt, Lda

Size of the economic operator: Small

Registration number: PT507411617

Postal address: Rua Luz Soriano, nº 67, 2º dto

Town: Lisboa

Postcode: 1200-246

Country subdivision (NUTS): Extra-Regio NUTS 3 (PTZZZ)

Country: Portugal

Email: fpi4.fwc@eurosupport.it

Telephone: +351931750285

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 3c2120a3-8ec0-4817-b0f6-9e9665530ed1 - 01

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