

394503-2026 - Result

Ireland – Marketing services – Invitation to Tender for PR B2B and B2C Marketing Support Services in the Nordics

OJ S 109/2026 09/06/2026

Contract or concession award notice – standard regime
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 PR B2B and B2C Marketing Support Services in the Nordics

Description: Bord Bia requests tenders from suitably experienced and qualified service providers to provide PR B2B and B2C marketing support Services in Sweden (priority) and Denmark (secondary).

Procedure identifier: 53948291-4ddb-45dd-bad8-f96e6911b05b

Previous notice: 5ade0708-440f-44e0-99d0-fe1d80fde92d-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main 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: 150 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Invitation to Tender for PR B2B and B2C Marketing Support Services in the Nordics

Description: Bord Bia requests tenders from suitably experienced and qualified service providers to provide PR B2B and B2C marketing support Services in Sweden (priority) and Denmark (secondary).

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 150 000,00 EUR

5.1.6. General information

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

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Cost @ 20%

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Quality @ 80%

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

Award criterion number: 80

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

6. Results

Value of all contracts awarded in this notice: 150 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Related ApS

Tender:

Tender identifier: 000167514

Identifier of lot or group of lots: LOT-0001

Value of the tender: 150 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 441395

Date on which the winner was chosen: 13/05/2026

Date of the conclusion of the contract: 29/05/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

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

8.1. ORG-0002

Official name: Related ApS

Size of the economic operator: Micro, small, or medium

Registration number: DK27209815

Postal address: Frederiksgade 1,2.th.

Town: Aarhus C

Postcode: 8000

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

Country: Denmark

Email: hej@related.dk

Telephone: +4560608114

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

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-0004

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

Notice information

Notice identifier/version: ab576bf7-6759-48b7-ac24-e293b80171e5 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 08/06/2026 10:35:36 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 394503-2026

OJ S issue number: 109/2026

Publication date: 09/06/2026