

## 402765-2026 - Result

Ireland – Higher education services – UL1030 In Country Representation in USA for ULGlobal University of Limerick  
OJ S 112/2026 12/06/2026  
Contract or concession award notice – standard regime  
Services

### 1. Buyer

---

#### 1.1. Buyer

Official name: University of Limerick\_1124  
Email: [Majella.OGorman@ul.ie](mailto:Majella.OGorman@ul.ie)  
Legal type of the buyer: Body governed by public law  
Activity of the contracting authority: Education

### 2. Procedure

---

#### 2.1. Procedure

Title: UL1030 In Country Representation in USA for ULGlobal University of Limerick  
Description: The provision of exclusive in-market representation for the University of Limerick in USA. In-market representation includes but is not limited to the provision of assistance with Partnerships and Joint Programme development, developing and managing itineraries for visiting UL academics and staff, organising, and attending school and university visits. It also includes identification, provision of training and working closely with International Student Recruitment Providers in the region. Included is the provision of Market Intelligence and assistance with Promotional Campaigns to increase UL's brand awareness in the region. Responsibility for the overall management of student recruitment and Trans-National Education operations in the Americas with a view to increasing student enrolments from the region.

Procedure identifier: 81d2f30f-36ba-4fac-8199-ebc08c2407fa

Previous notice: a04f4f43-f6fa-45b9-8450-2f115b44b513-01

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80300000 Higher education services

Additional classification (cpv): 80340000 Special education services, 79600000 Recruitment services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

##### 2.1.3. Value

Estimated value excluding VAT: 1 670 000,00 EUR

##### 2.1.4. General information

Legal basis:

## 5. Lot

---

### 5.1. Lot: LOT-0001

Title: UL1030 In Country Representation in USA for ULGlobal University of Limerick

Description: The provision of exclusive in-market representation for the University of Limerick in USA. In-market representation includes but is not limited to the provision of assistance with Partnerships and Joint Programme development, developing and managing itineraries for visiting UL academics and staff, organising, and attending school and university visits. It also includes identification, provision of training and working closely with International Student Recruitment Providers in the region. Included is the provision of Market Intelligence and assistance with Promotional Campaigns to increase UL's brand awareness in the region. Responsibility for the overall management of student recruitment and Trans-National Education operations in the Americas with a view to increasing student enrolments from the region.

Internal identifier: 0

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80300000 Higher education services

Additional classification (cpv): 80340000 Special education services, 79600000 Recruitment services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

#### 5.1.3. Estimated duration

Duration: 60 Months

#### 5.1.5. Value

Estimated value excluding VAT: 1 670 000,00 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: Price

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

Award criterion number: 30

##### Criterion:

Type: Quality

Description: Methodology and alignment to specification

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

Award criterion number: 30

**Criterion:**

Type: Quality

Description: Quality & experience of resources

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

Award criterion number: 30

**Criterion:**

Type: Quality

Description: Efficiency and Sustainability

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

Award criterion number: 10

**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: University of Limerick\_1124

Organisation providing more information on the review procedures: The High Court of Ireland

## 6. Results

---

Value of all contracts awarded in this notice: 1 670 000,00 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: Sannam S4 Limited

**Tender:**

Tender identifier: 000155945

Identifier of lot or group of lots: LOT-0001

Value of the tender: 1 670 000,00 EUR

Subcontracting: No

**Contract information:**

Identifier of the contract: UL1030

Date of the conclusion of the contract: 10/06/2026

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

Type of received submissions: Requests to participate

Number of tenders or requests to participate received: 3

## 8. Organisations

---

**8.1. ORG-0001**

Official name: University of Limerick\_1124

Registration number: 0032116A  
Postal address: Castletroy, Limerick  
Town: Limerick  
Postcode: V94 T9PX  
Country subdivision (NUTS): Mid-West (IE051)  
Country: Ireland  
Email: [Majella.OGorman@ul.ie](mailto:Majella.OGorman@ul.ie)  
Telephone: +35361213078  
Internet address: <https://www.ul.ie>  
Buyer profile: <https://www.ul.ie>

**Roles of this organisation:**

Buyer

Organisation providing offline access to the procurement documents

**8.1. ORG-0002**

Official name: Sannam S4 Limited  
Size of the economic operator: Medium  
Registration number: 12345  
Town: London  
Postcode: EC2Y 5AU  
Country: United Kingdom  
Email: [kate.barnes@sannams4.com](mailto:kate.barnes@sannams4.com)

**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](mailto: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](mailto:eproc-esender@eurodyn.com)  
Telephone: +30 2108094500

**Roles of this organisation:**

TED eSender

**Notice information**

---

Notice identifier/version: 1ba9022f-a9cd-4b90-bc58-ea4f53807bec - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 10/06/2026 16:34:53 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 402765-2026

OJ S issue number: 112/2026

Publication date: 12/06/2026