

406767-2026 - Competition

Belgium – Advertising and marketing services – Framework agreement full-service communications agency

OJ S 113/2026 15/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: VZW Vlaams Centrum voor Agro- en Visserijmarketing

Email: vlam@vlam.be

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Framework agreement full-service communications agency

Description: VLAM, Flanders' Agricultural Marketing Board, aims to promote locally produced agricultural and horticultural products in Belgium and abroad. VLAM works on behalf of 11 sectors, each with its own campaigns, budgets, and decision-making structures. These include, among others, Kazen van bij ons (Local Cheeses), Milk, Vlees van bij ons (Local Meat), Belgian Fries Week, Organic, Belgian Endive Week, and the umbrella campaign “Lekker van bij ons” (“Tasty, locally produced food”). Historically, these campaigns have been tendered separately. Given the significant impact of these procedures on the communications industry, VLAM’s ambition to create greater coherence between campaigns, and its belief in the value of a long-term partnership with a single strategic partner, VLAM intends to transition these campaigns to a framework agreement with one full-service communications agency. The ambition is to evolve from a collection of standalone campaigns to a more integrated communication strategy, where campaigns reinforce one another and collectively contribute to a stronger preference for locally produced agri-food products.

Procedure identifier: 7c3aac2a-1182-4150-adea-a27eee257b72

Internal identifier: VLAM/2026/05

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: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Belgium

Anywhere in the given country

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-0001

Title: Framework agreement full-service communications agency

Description: VLAM, Flanders' Agricultural Marketing Board, aims to promote locally produced agricultural and horticultural products in Belgium and abroad. VLAM works on behalf of 11 sectors, each with its own campaigns, budgets, and decision-making structures. These include, among others, Kazen van bij ons (Local Cheeses), Milk, Vlees van bij ons (Local Meat), Belgian Fries Week, Organic, Belgian Endive Week, and the umbrella campaign "Lekker van bij ons" ("Tasty, locally produced food"). Historically, these campaigns have been tendered separately. Given the significant impact of these procedures on the communications industry, VLAM's ambition to create greater coherence between campaigns, and its belief in the value of a long-term partnership with a single strategic partner, VLAM intends to transition these campaigns to a framework agreement with one full-service communications agency. The ambition is to evolve from a collection of standalone campaigns to a more integrated communication strategy, where campaigns reinforce one another and collectively contribute to a stronger preference for locally produced agri-food products.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Belgium

Anywhere in the given country

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Maximum value of the framework agreement: 3 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially 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

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

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Strategic reflection on the assignment

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Conceptual idea

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Collaboration model

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Team

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

Award criterion number: 15

Criterion:

Type: Price

Description: Price

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

Award criterion number: 30

5.1.11. Procurement documents

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/679cd052-72c1-4ecf-8d43-2c2b38ce3c05/documents>

Ad hoc communication channel:

URL: <https://www.publicprocurement.be/publication-workspaces/679cd052-72c1-4ecf-8d43-2c2b38ce3c05/forum>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.publicprocurement.be/supplier/enterprises/0/tendering-workspaces/publication-workspace-detail/679cd052-72c1-4ecf-8d43-2c2b38ce3c05/general>

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 29/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Counsel of State

Information about review deadlines: The time limits for filing an appeal (or suspension appeal) against the decision before the Council of State apply.

8. Organisations

8.1. ORG-0001

Official name: VZW Vlaams Centrum voor Agro- en Visserijmarketing

Registration number: 0454423323_5703

Postal address: Belpairegebouw - Simon Bolivarlaan 17 bus 411

Town: Brussel

Postcode: 1000

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

Country: Belgium

Email: vlam@vlam.be

Telephone: +32 25528011

Internet address: <http://www.vlam.be>

Buyer profile: <https://www.publicprocurement.be/bda?organisationIds=5703&includeOrganisationChildren=true>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: FPS Policy and Support

Registration number: BE001

Postal address: Simon Bolivarlaan 30, bus 1

Town: Brussel

Postcode: 1000

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

Country: Belgium

Email: revise@publicprocurement.be

Telephone: +32 2 740 80 00

Internet address: <https://bosa.belgium.be>

Roles of this organisation:

TED eSender

8.1. ORG-0003

Official name: Counsel of State

Registration number: 0931814266

Postal address: Wetenschapsstraat 33

Town: Etterbeek

Postcode: 1040

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

Country: Belgium

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 41365d7b-14e8-4f7d-80a2-0a69480d4595 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 11/06/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Notice dispatch date (eSender): 11/06/2026 00:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Dutch, English

Notice publication number: 406767-2026

OJ S issue number: 113/2026

Publication date: 15/06/2026