

## 412299-2026 - Result

### Ethiopia – Advertising campaign services – Strategic Communication of the European Union in Ethiopia – 2025-2027

OJ S 114/2026 16/06/2026

Contract or concession award notice – standard regime

Services

## 1. Buyer

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### 1.1. Buyer

Official name: European Commission, INTPA - International Partnerships

Email: [DELEGATION-ETHIOPIA-COMMTENDER2025@eeas.europa.eu](mailto:DELEGATION-ETHIOPIA-COMMTENDER2025@eeas.europa.eu)

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

Activity of the contracting authority: General public services

## 2. Procedure

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### 2.1. Procedure

Title: Strategic Communication of the European Union in Ethiopia – 2025-2027

Description: The EU Delegation seeks to work with a communications agency to implement its Strategic Communications plans in a 360° approach, namely by designing, developing and implementing campaigns to promote the EU's Global Gateway in Ethiopia

Procedure identifier: eb8fdfe3-fe55-4289-90fa-ed0de606328f

Previous notice: 260205-2025

Internal identifier: EC-INTPA/ADD/2025/EA-RP/0061

Type of procedure: Restricted

#### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

#### 2.1.2. Place of performance

Country: Ethiopia

Anywhere in the given country

Additional information: Please consult the procurement documents.

#### 2.1.3. Value

Estimated value excluding VAT: 1 500 000,00 EUR

#### 2.1.4. General information

**Legal basis:**

Regulation (EU, Euratom) 2024/2509

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Strategic Communication of the European Union in Ethiopia – 2025-2027

Description: The EU Delegation seeks to work with a communications agency to implement its Strategic Communications plans in a 360° approach, namely by designing, developing and implementing campaigns to promote the EU's Global Gateway in Ethiopia  
Internal identifier: EC-INTPA/ADD/2025/EA-RP/0061

#### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79416000 Public relations services, 79340000 Advertising and marketing services

##### **Options:**

Description of the options: provided they are in conformity with the basic project, new services or works consisting in the repetition of similar services or works, may be entrusted up to 50 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

#### **5.1.2. Place of performance**

Anywhere

Additional information: The contract will be performed in Ethiopia

#### **5.1.2. Place of performance**

Country: Ethiopia

Anywhere in the given country

Additional information: Please consult the procurement documents.

#### **5.1.3. Estimated duration**

Duration: 36 Months

#### **5.1.5. Value**

Estimated value excluding VAT: 1 500 000,00 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: Sub-Saharan Africa.

#### **5.1.10. Award criteria**

##### **Criterion:**

Type: Quality

Description: Please consult the procurement documents.

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

Award criterion number: 80

##### **Criterion:**

Type: Price

Description: Please consult the procurement documents.

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: Court of Justice of the European Union

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

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

## 6. Results

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Value of all contracts awarded in this notice: 1 496 000,00 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: GOPA PACE

**Tender:**

Tender identifier: 300151153

Identifier of lot or group of lots: LOT-0001

Value of the tender: 1 111 000,00 EUR

Subcontracting: Yes

Subcontracting value is known: no

Subcontracting percentage is known: no

**Contract information:**

Identifier of the contract: NDICI AFRICA/2026/490-646

Date on which the winner was chosen: 31/03/2026

Date of the conclusion of the contract: 20/05/2026

**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: European Commission, 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: 21

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 21

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: 18

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 3

## 8. Organisations

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### 8.1. ORG-0001

Official name: European Commission, INTPA - International Partnerships

Registration number: COM

Department: INTPA.A - Africa,INTPA.A.6 - Finance and Contracts

Postal address: Cape Verde Road, P.O.Box: 5570

Town: Addis Ababa

Postcode: N/A

Country: Ethiopia

Email: [DELEGATION-ETHIOPIA-COMMTENDER2025@eeas.europa.eu](mailto:DELEGATION-ETHIOPIA-COMMTENDER2025@eeas.europa.eu)

Telephone: +32 2 299 11 11

Internet address: [https://international-partnerships.ec.europa.eu/index\\_en](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: Court of Justice of the European Union

Registration number: CURIA

Postal address: Rue du Fort Niedergrünewald

Town: Luxembourg

Postcode: L-2925

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: [GC.Registry@curia.europa.eu](mailto: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: European Commission

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-ETHIOPIA-COMMTENDER2025@eeas.europa.eu](mailto:DELEGATION-ETHIOPIA-COMMTENDER2025@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: GOPA PACE

Size of the economic operator: Medium

Registration number: BE0442745018

Postal address: BOULEVARD DE LA WOLUWE 2

Town: BRUXELLES

Postcode: 1150

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

Country: Belgium

Email: [box@bseurope.com](mailto:box@bseurope.com)

Telephone: +3222305212

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001**

## Notice information

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Form type: Result

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