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

1.1. Buyer

Official name: European Commission, INTPA - International Partnerships
Email: 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

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

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

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

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
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: 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
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
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
Telephone: +3222305212
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

Notice information

Notice identifier/version: bede3355-d93b-44f7-b0fc-731477b44dd8 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
Notice dispatch date: 15/06/2026 10:45:38 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: English
Notice publication number: 412299-2026
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