

446500-2026 - Competition

Italy – Event services – SERVIZIO DI COMUNICAZIONE E ORGANIZZAZIONE EVENTI IN FAVORE DI REGIONE LOMBARDIA SUDDIVISA IN 4 LOTTI

OJ S 123/2026 30/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Giunta Regionale - Regione Lombardia

Email: valentina.convertini@regione.lombardia.it

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: SERVIZIO DI COMUNICAZIONE E ORGANIZZAZIONE EVENTI IN FAVORE DI REGIONE LOMBARDIA SUDDIVISA IN 4 LOTTI

Description: SERVIZIO DI COMUNICAZIONE E ORGANIZZAZIONE EVENTI IN FAVORE DI REGIONE LOMBARDIA SUDDIVISA IN 4 LOTTI

Procedure identifier: 94cd2311-a787-4a00-8dd6-95f2fd581369

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79952000 Event services

Additional classification (cpv): 79950000 Exhibition, fair and congress organisation services, 79340000 Advertising and marketing services, 92220000 Television services, 55520000 Catering services

2.1.2. Place of performance

Town: Milano

Postcode: 20124

Country subdivision (NUTS): Milano (ITC4C)

Country: Italy

2.1.3. Value

Estimated value excluding VAT: 11 852 684,91 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 4

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 4

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0001

Title: SERVIZIO DI IDEAZIONE, PROGETTAZIONE, ORGANIZZAZIONE E REALIZZAZIONE DI MANIFESTAZIONI FIERISTICHE ED EVENTI ISTITUZIONALI NELLE SEDI DI REGIONE LOMBARDIA E/O SUL TERRITORIO

Description: SERVIZIO DI IDEAZIONE, PROGETTAZIONE, ORGANIZZAZIONE E REALIZZAZIONE DI MANIFESTAZIONI FIERISTICHE ED EVENTI ISTITUZIONALI NELLE SEDI DI REGIONE LOMBARDIA E/O SUL TERRITORIO

Internal identifier: LOT-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79950000 Exhibition, fair and congress organisation services

5.1.3. Estimated duration

Duration: 21 Months

5.1.5. Value

Estimated value excluding VAT: 7 162 460,85 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Address of the procurement documents: <https://www.ariaspa.it/wps/portal/Aria/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.ariaspa.it/wps/portal/Aria/>

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

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:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Giunta Regionale - Regione Lombardia

Information about review deadlines: 30

Organisation providing additional information about the procurement procedure: Giunta Regionale - Regione Lombardia

Organisation providing offline access to the procurement documents: Giunta Regionale - Regione Lombardia

Organisation providing more information on the review procedures: Giunta Regionale - Regione Lombardia

5.1. Lot: LOT-0002

Title: SERVIZIO DI CAMPAGNE ISTITUZIONALI DI COMUNICAZIONE E PRODOTTI AD ALTO CONTENUTO DIGITALE

Description: SERVIZIO DI CAMPAGNE ISTITUZIONALI DI COMUNICAZIONE E PRODOTTI AD ALTO CONTENUTO DIGITALE

Internal identifier: LOT-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.3. Estimated duration

Duration: 21 Months

5.1.5. Value

Estimated value excluding VAT: 3 843 240,08 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: ORG-0001

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Address of the procurement documents: <https://www.ariaspa.it/wps/portal/Aria/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.ariaspa.it/wps/portal/Aria/>

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

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:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Giunta Regionale - Regione Lombardia

Information about review deadlines: 30

Organisation providing more information on the review procedures: Giunta Regionale - Regione Lombardia

5.1. Lot: LOT-0003

Title: SERVIZI A SUPPORTO DELLA COMUNICAZIONE E DELL'INFORMAZIONE ISTITUZIONALE

Description: SERVIZI A SUPPORTO DELLA COMUNICAZIONE E DELL'INFORMAZIONE ISTITUZIONALE

Internal identifier: LOT-0003

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92220000 Television services

5.1.3. Estimated duration

Duration: 21 Months

5.1.5. Value

Estimated value excluding VAT: 527 142,85 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Address of the procurement documents: <https://www.ariaspa.it/wps/portal/Aria/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.ariaspa.it/wps/portal/Aria/>

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

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:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Giunta Regionale - Regione Lombardia

Information about review deadlines: 30

Organisation providing additional information about the procurement procedure: Giunta Regionale - Regione Lombardia

Organisation providing offline access to the procurement documents: Giunta Regionale - Regione Lombardia

Organisation providing more information on the review procedures: Giunta Regionale - Regione Lombardia

5.1. Lot: LOT-0004

Title: SERVIZI DI CATERING A PALAZZO LOMBARDIA E PALAZZO PIRELLI

Description: SERVIZI DI CATERING A PALAZZO LOMBARDIA E PALAZZO PIRELLI

Internal identifier: LOT-0004

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 55520000 Catering services

5.1.3. Estimated duration

Duration: 21 Months

5.1.5. Value

Estimated value excluding VAT: 319 841,13 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Address of the procurement documents: <https://www.ariaspa.it/wps/portal/Aria/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.ariaspa.it/wps/portal/Aria/>

Languages in which tenders or requests to participate may be submitted: Italian

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 240 Days

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:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Giunta Regionale - Regione Lombardia - Regione Lombardia

Information about review deadlines: 30

Organisation providing additional information about the procurement procedure: Giunta Regionale - Regione Lombardia

Organisation providing offline access to the procurement documents: Giunta Regionale - Regione Lombardia

Organisation providing more information on the review procedures: Giunta Regionale - Regione Lombardia

8. Organisations

8.1. ORG-0001

Official name: Giunta Regionale - Regione Lombardia

Registration number: 80050050154

Postal address: Italia Piazza Città di Lombardia, 1

Town: MILANO

Postcode: 20124

Country subdivision (NUTS): Milano (ITC4C)

Country: Italy

Contact point: Valentina Convertini

Email: valentina.convertini@regione.lombardia.it

Telephone: 0267651927

Other contact points:

Official name: Regione Lombardia

Department: Valentina Convertini

Town: Milano

Postcode: 20124

Country subdivision (NUTS): Milano (ITC4C)

Country: Italy

Contact point: Valentina Convertini

Email: Valentina.Convertini@regione.lombardia.it

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 661552f6-0982-48de-9616-684a0ae95676 - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 29/06/2026 11:23:54 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Italian

Notice publication number: 446500-2026

OJ S issue number: 123/2026

Publication date: 30/06/2026