

454608-2026 - Competition

**Sweden – Business services: law, marketing, consulting, recruitment, printing and security –
Mediebyrå**
OJ S 125/2026 02/07/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Liseberg AB
Email: maria.gimbro@liseberg.se
Legal type of the buyer: Public undertaking
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mediebyrå
Description: Liseberg genomför upphandling av ramavtal avseende strategisk och operativ mediebyrå.
Procedure identifier: eb64e7fd-1ec3-4660-b299-28718027eeef
Internal identifier: LAB 2026-00155
Type of procedure: Open
The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.2. Place of performance

Country: Sweden
Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 15 000 000,00 SEK

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-0000

Title: Mediebyrå

Description: Liseberg genomför upphandling av ramavtal avseende strategisk och operativ mediebyrå.

Internal identifier: LAB 2026-00155

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Country: Sweden

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2030

5.1.5. Value

Estimated value excluding VAT: 15 000 000,00 SEK

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 23/08/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeId=96036>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeId=96036&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 31/08/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 90 Days

Information about public opening:

Opening date: 31/08/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Place: Göteborg

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: yes
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: Förvaltningsrätten

Information about review deadlines: 10 dagars avtalsspärr

Organisation providing more information on the review procedures: Förvaltningsrätten

8. Organisations

8.1. ORG-0001

Official name: Liseberg AB

Registration number: 5560236811

Department: Inköp och hållbarhet

Postal address: Box 5053

Town: GÖTEBORG

Postcode: 40222

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Contact point: Maria Gimbro

Email: maria.gimbro@liseberg.se

Telephone: +46 031-400 100

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Förvaltningsrätten

Registration number: 202100-2742

Postal address: Box 53197

Town: Göteborg

Postcode: 400 15

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Email: forvaltningsrattenigoteborg@dom.se

Telephone: 031-732 70 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-goteborg/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: b53ae2b7-4f84-40cb-867b-d8c17675d9bd - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 01/07/2026 10:20:06 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 01/07/2026 10:20:07 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Swedish

Notice publication number: 454608-2026

OJ S issue number: 125/2026

Publication date: 02/07/2026