

512406-2026 - Result

Ireland – Higher education services – UL1028 Provision of In-Country Representation for UL Global University of Limerick Lot 1 Southeast Asia, Lot 2 Middle East

OJ S 141/2026 24/07/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: University of Limerick_1124

Email: Majella.OGorman@ul.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: UL1028 Provision of In-Country Representation for UL Global University of Limerick Lot 1 Southeast Asia, Lot 2 Middle East

Description: The provision of exclusive in-market representation for the University of Limerick in the Middle East and South East Asia. In-market representation includes but is not limited to the provision of assistance with Partnerships and Joint Programme development, developing and managing itineraries for visiting UL academics and staff, organising, and attending school and university visits. It also includes identification, provision of training and working closely with International Student Recruitment agents in the region. Included is the provision of Market Intelligence and assistance with Promotional Campaigns to increase UL's brand awareness in the region. Responsibility for the overall management of student recruitment and Transnational Education operations in the Middle East and South East Asia with a view to increasing student enrolments from the region.

Procedure identifier: 0888667c-481e-45d9-9aa0-0bdec644981c

Previous notice: 5ad8daca-f1ee-4b05-88a0-23b9b54c1d57-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80300000 Higher education services

Additional classification (cpv): 80000000 Education and training services

2.1.2. Place of performance

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 800 000,00 EUR

2.1.4. General information

Legal basis:

5. Lot

5.1. Lot: LOT-0001

Title: Provision of In-Country Representation for UL Global University of Limerick Lot 1 Southeast Asia,

Description: The provision of exclusive in-market representation for the University of Limerick in the Middle East and South East Asia. In-market representation includes but is not limited to the provision of assistance with Partnerships and Joint Programme development, developing and managing itineraries for visiting UL academics and staff, organising, and attending school and university visits. It also includes identification, provision of training and working closely with International Student Recruitment agents in the region. Included is the provision of Market Intelligence and assistance with Promotional Campaigns to increase UL's brand awareness in the region. Responsibility for the overall management of student recruitment and Transnational Education operations in the Middle East and South East Asia with a view to increasing student enrolments from the region.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80300000 Higher education services

Additional classification (cpv): 80000000 Education and training services

5.1.2. Place of performance

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 800 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Price

Description: Cost

Criterion:

Type: Quality

Description: Quality

Description of the method to be used if weighting cannot be expressed by criteria: 70

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: The High Court of Ireland

Organisation providing offline access to the procurement documents: University of Limerick_1124

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation executing the payment: University of Limerick_1124

5.1. Lot: LOT-0002

Title: Provision of In-Country Representation for UL Global University of Limerick Lot 2 Middle East

Description: The provision of exclusive in-market representation for the University of Limerick in the Middle East and South East Asia. In-market representation includes but is not limited to the provision of assistance with Partnerships and Joint Programme development, developing and managing itineraries for visiting UL academics and staff, organising, and attending school and university visits. It also includes identification, provision of training and working closely with International Student Recruitment agents in the region. Included is the provision of Market Intelligence and assistance with Promotional Campaigns to increase UL's brand awareness in the region. Responsibility for the overall management of student recruitment and Transnational Education operations in the Middle East and South East Asia with a view to increasing student enrolments from the region.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 80300000 Higher education services

Additional classification (cpv): 80000000 Education and training services

5.1.2. Place of performance

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 800 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Price

Description: Cost

Criterion:

Type: Quality

Description: 70

Description of the method to be used if weighting cannot be expressed by criteria: 30

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: The High Court of Ireland

Organisation providing offline access to the procurement documents: University of Limerick_1124

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation executing the payment: University of Limerick_1124

6. Results

Value of all contracts awarded in this notice: 800 000,00 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: Grok Global Services

Tender:

Tender identifier: 000150124

Identifier of lot or group of lots: LOT-0001

Value of the tender: 400 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 455055

Date of the conclusion of the contract: 14/07/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Illume Student Advisory Services

Tender:

Tender identifier: 000150202

Identifier of lot or group of lots: LOT-0002

Value of the tender: 400 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 455056

Date of the conclusion of the contract: 01/05/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: University of Limerick_1124

Registration number: 0032116A

Postal address: Castletroy, Limerick

Town: Limerick

Postcode: V94 T9PX

Country subdivision (NUTS): Mid-West (IE051)

Country: Ireland

Email: Majella.OGorman@ul.ie

Telephone: +35361213078

Internet address: <https://www.ul.ie>

Buyer profile: <https://www.ul.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation executing the payment

8.1. ORG-0002

Official name: Grok Global Services

Size of the economic operator: Medium

Registration number: 54321

Postal address: Suite 916, 535 Dean Street, Brooklyn

Town: Brooklyn, New York

Postcode: 11217

Country: United States

Email: alex.green@grokglobal.com

Telephone: +1 (347) 966 8200

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: Illume Student Advisory Services

Size of the economic operator: Medium

Registration number: 774409809

Postal address: 3301 Abbott St.

Town: Vancouver

Postcode: V6B 0B9

Country: Canada

Email: jamshid@illumestudentservices.ca

Telephone: +971 50 877 8702

Internet address: <https://illumestudentservices.ca/>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0002

8.1. ORG-0004

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0005

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: ee59a829-eafe-4bae-86c0-b31ed41bac7a - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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