

540839-2026 - Competition

Estonia – Advertising and marketing services – B2B turismiedendusteenuse osutamine Jaapani ja USA turgudel Beyond Nordics koostööprojekti raames

OJ S 149/2026 05/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ettevõtluse ja Innovatsiooni Sihtasutus

Email: eis@eis.ee

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: B2B turismiedendusteenuse osutamine Jaapani ja USA turgudel Beyond Nordics koostööprojekti raames

Description: EISI kliendisuheteosakonna turismitiimi põhieesmärgiks on tutvustada Eestit kui atraktiivset turismisihtkohta. Beyond Nordics on organisatsioon, kuhu kuuluvad järgmised turismisihtkohad: Soome (Mikkeli ja Savonlinna), Läti ning Eesti ja mille eesmärk on tutvustada regiooni kui ühist turismisihtkohta USA ja Jaapani turgude nn upscale-segmenstile. Hanke eesmärgiks on Beyond Nordics regiooni kui reisisihi tuntuse suurendamine USA ja Jaapani turgudel ning tekitada huvi selle regiooni kui puhkuse veetmise koha vastu. / Kõrvaldamise alused ja kvalifitseerimistingimused: Vaata hanke alusdokumentidest

Procedure identifier: 12593436-9d41-457a-b910-f2d7b2efeabb

Internal identifier: 313552-0000

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Avatud hankemenetlus

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000

Miscellaneous business and business-related services

2.1.2. Place of performance

Anywhere

Additional information: Ameerika Ühendriigid

2.1.2. Place of performance

Anywhere

Additional information: Jaapan

2.1.3. Value

Estimated value excluding VAT: 300 000,00 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: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

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

5. Lot

5.1. Lot: LOT-0001

Title: Turismi edendusteenuse osutamine Ameerika Ühendriikides (USA)

Description: Vt täpsemalt RHAD lisa 1. / Kõrvaldamise alused ja kvalifitseerimistingimused:

Vaata hanke alusdokumentidest

Internal identifier: 313552-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000

Miscellaneous business and business-related services

5.1.2. Place of performance

Anywhere

Additional information: Ameerika Ühendriigid

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 300 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project fully or partially financed with EU Funds.

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

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 40

5.1.11. Procurement documents

Address of the procurement documents: <https://riigihanked.riik.ee/rhr-web/#/procurement/10612344/documents?group=B>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://riigihanked.riik.ee/rhr-web/#/procurement/10612344/tenders>

Languages in which tenders or requests to participate may be submitted: Estonian, English

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 04/09/2026 11:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 04/09/2026 12:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Place: <https://riigihanked.riik.ee/rhr-web/#/>

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:

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

Mediation organisation: Riigihangete vaidlustuskomisjon

Review organisation: Riigihangete vaidlustuskomisjon

Information about review deadlines: <https://fin.ee/riigihanked-riigiabi-osalused/riigihanked/vaidlustusmenetlus>

Organisation providing additional information about the procurement procedure: Ettevõtluse ja Innovatsiooni Sihtasutus

Organisation receiving requests to participate: Ettevõtluse ja Innovatsiooni Sihtasutus

5.1. Lot: LOT-0002

Title: Turismi edendusteenuse osutamine Jaapanis

Description: Vt täpsemalt RHAD lisa 1. / Kõrvaldamise alused ja kvalifitseerimistingimused:

Vaata hanke alusdokumentidest

Internal identifier: 313552-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79342000 Marketing services, 79410000 Business and management consultancy services, 79416000 Public relations services, 79900000

Miscellaneous business and business-related services

5.1.2. Place of performance

Anywhere

Additional information: Jaapan

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 300 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project fully or partially financed with EU Funds.

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

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.9. Selection criteria

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

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Cost

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 30

Criterion:

Type: Quality

Description: Vaata hanke alusdokumentidest

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

Award criterion number: 40

5.1.11. Procurement documents

Address of the procurement documents: <https://riigihanked.riik.ee/rhr-web/#/procurement/10612344/documents?group=B>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://riigihanked.riik.ee/rhr-web/#/procurement/10612344/tenders>

Languages in which tenders or requests to participate may be submitted: Estonian, English

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 04/09/2026 11:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

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Information about public opening:

Opening date: 04/09/2026 12:00:00 (UTC+03:00) Eastern European Summer Time, İstanbul, Mayotte

Place: <https://riigihanked.riik.ee/rhr-web/#/>

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:

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

Mediation organisation: Riigihangete vaidlustuskomisjon

Review organisation: Riigihangete vaidlustuskomisjon

Information about review deadlines: <https://fin.ee/riigihanked-riigiabi-osalused/riigihanked/vaidlustusmenetlus>

Organisation providing additional information about the procurement procedure: Ettevõtluse ja Innovatsiooni Sihtasutus

Organisation receiving requests to participate: Ettevõtluse ja Innovatsiooni Sihtasutus

8. Organisations

8.1. ORG-0001

Official name: Ettevõtluse ja Innovatsiooni Sihtasutus

Registration number: 90006012

Postal address: Sepise tn 7

Town: Tallinn

Postcode: 11415

Country subdivision (NUTS): Põhja-Eesti (EE001)

Country: Estonia

Contact point: ANNIKE VALLAU

Email: eis@eis.ee

Telephone: +372 58817024

Internet address: www.eis.ee

Buyer profile: www.eis.ee

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Riigihangete vaidlustuskomisjon

Registration number: 1000123

Postal address: Tartu mnt 85

Town: Tallinn

Postcode: 10115

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

Country: Estonia

Email: vako@fin.ee

Telephone: +3726113713

Roles of this organisation:

Review organisation

Mediation organisation

8.1. ORG-0003

Official name: Riigihangete register

Registration number: TED64

Postal address: Lõkke tn 4

Town: Tallinn

Postcode: 10122

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

Country: Estonia

Email: register@riigihanked.riik.ee

Telephone: +3726113693

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: fa694dfd-6100-41ad-bab7-00868f8ccfc5 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 04/08/2026 14:33:51 (UTC+03:00) Eastern European Summer Time, Istanbul, Mayotte

Notice dispatch date (eSender): 04/08/2026 15:00:01 (UTC+03:00) Eastern European Summer Time, Istanbul, Mayotte

Languages in which this notice is officially available: Estonian

Notice publication number: 540839-2026

OJ S issue number: 149/2026

Publication date: 05/08/2026