

Ireland-Dublin: Advertising and marketing services
OJ S 199/2022 14/10/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Bord Bia (Irish Food Board)

National registration number: N/A

Postal address: Clanwilliam Court

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: Lower Mount Street

Country: Ireland

Contact person: Jonathan Hill

E-mail: jonathan.hill@bordbia.ie

Telephone: +353 16143651

Internet address(es):

Main address: <http://www.bordbia.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/432>

I.4. Type of the contracting authority

Other type: Bord Bia - Irish Food Board

I.5. Main activity

Other activity: Bord Bia - Irish Food Board

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

EU Beef and Lamb

Reference number: JH/EUBAL/11/21

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

EU Beef and Lamb

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 600 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79342200 Promotional services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

Main site or place of performance: Ireland

II.2.4. Description of the procurement

EU Beef and Lamb

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: European Union Beef & Lamb

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 235-618177](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Title:

EU Beef and Lamb

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/06/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Sopexa company

National registration number: FR33775670110

Postal address: 28 rue Feydeau

Town: Paris

NUTS code: FR France

Country: France

E-mail: frederic.martins@sopexa.com

Telephone: +331 0000000000

Internet address: <http://www.sopexa.com>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 3 600 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Bord Bia

Town: Dublin

Country: Ireland

VI.5. Date of dispatch of this notice

11/10/2022