

576188-2026 - Result

Denmark – Business services: law, marketing, consulting, recruitment, printing and security – Nordic Countries Stand at The ITB Travel Trade Show
OJ S 160/2026 20/08/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: VisitDenmark

Email: Mikkel.Taanum@twobirds.com

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Nordic Countries Stand at The ITB Travel Trade Show

Description: VisitDenmark, VisitSweden, VisitNorway and VisitIceland constitute the national tourism organisation in each country (hereinafter together as “Visit”). Visit’s mission is to market the Nordic countries as a destination to attract foreign holiday-makers and conference delegates, thereby increasing revenue in the tourism industry and generating turnover and employment in the Nordic society. Marketing is carried out in close collaboration with the tourism industry and other key private and public sector stakeholders. VisitDenmark, VisitSweden, VisitNorway and VisitIceland, is to enter into four individual contracts with one exhibition stand builder for the next two years’ ITB trade fairs in Berlin, with the option to extend for a further year two times. The goal is to find a supplier capable of developing a new exhibition stand in collaboration with Visit. In addition to developing the exhibition stand, the Consultant must also be responsible for transport, assembly, dismantling, storage and adaptations to the stand, etc. during the course of the contract. The stand being developed must be reused at the two trade fairs following the first year of the contract. I.e. in 2027 and 2028 respectively, with the option of an extension to 2029 and 2030. The stand must therefore be capable of lasting for at least four years. Between trade fairs, there may be a need for modifications to the stand and the replacement of elements. The tender procedure is carried out as a public tender in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement). Based on these Tender Conditions, the Contract will be concluded with one (1) Supplier to provide the services covered thereby.

Procedure identifier: 16b937e1-0cf7-4906-b15d-35f0a4e44459

Previous notice: f8b6455e-4ea0-4932-901f-228fe8b0c170-01

Internal identifier: 76ced074-069e-4803-95c0-48c9014aba18

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: The tender procedure is carried out as a public tender in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement).

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: Germany

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 1 200 000,00 EUR

2.1.4. General information

Additional information: The contracting authority, VisitDenmark, has decided to cancel the procurement procedure concerning the joint Nordic exhibition stand for ITB Berlin (contract notice 383572-2026). The cancellation is based on the following grounds: Upon review of the tenders received, the contracting authority has identified significant variations in the submitted prices that are not considered representative of genuine market competition. Following a thorough assessment, the contracting authority has concluded that these variations are attributable to ambiguities in relation to Appendix 2.A (Prices), which forms the basis for the financial evaluation of tenders. The pricing appendix has given rise to differing interpretations among tenderers as to how prices should be structured and submitted, resulting in tenders that are not directly comparable and that do not provide a sound basis for evaluation. In order to ensure fair and equal treatment of all tenderers and to safeguard the integrity of the competitive process, the contracting authority has determined that it is necessary to cancel the current procurement procedure. The contracting authority intends to re-launch the procurement in a new tender procedure, with publication of a new contract notice next week. The re-launched procedure will include a revised and clarified version of the pricing appendix to ensure that all tenderers are able to submit tenders on a uniform and comparable basis. The contracting authority apologises for any inconvenience caused and encourages all interested parties to participate in the forthcoming re-launched tender procedure.

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: Nordic Countries Stand at The ITB Travel Trade Show

Description: VisitDenmark, VisitSweden, VisitNorway and VisitIceland constitute the national tourism organisation in each country (hereinafter together as "Visit"). Visit's mission is to market the Nordic countries as a destination to attract foreign holiday-makers and conference delegates, thereby increasing revenue in the tourism industry and generating turnover and employment in the Nordic society. Marketing is carried out in close collaboration with the tourism industry and other key private and public sector stakeholders. VisitDenmark, VisitSweden, VisitNorway and VisitIceland, is to enter into four individual contracts with one exhibition stand builder for the next two years' ITB trade fairs in Berlin, with the option to

extend for a further year two times. The goal is to find a supplier capable of developing a new exhibition stand in collaboration with Visit. In addition to developing the exhibition stand, the Consultant must also be responsible for transport, assembly, dismantling, storage and adaptations to the stand, etc. during the course of the contract. The stand being developed must be reused at the two trade fairs following the first year of the contract. I.e. in 2027 and 2028 respectively, with the option of an extension to 2029 and 2030. The stand must therefore be capable of lasting for at least four years. Between trade fairs, there may be a need for modifications to the stand and the replacement of elements. The tender procedure is carried out as a public tender in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement). Based on these Tender Conditions, the Contract will be concluded with one (1) Supplier to provide the services covered thereby.

Internal identifier: ba18695a-9dac-425c-bbd2-30cb4db152c5

5.1.1. Purpose

Main nature of the contract: Services

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

Options:

Description of the options: The Contract will have a duration of two years and an option to extend for one year two times.

5.1.2. Place of performance

Country: Germany

Anywhere in the given country

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: The Contract will have a duration of two years and an option to extend for one year two times.

5.1.5. Value

Estimated value excluding VAT: 1 200 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

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

Additional information: The contracting authority, VisitDenmark, has decided to cancel the procurement procedure concerning the joint Nordic exhibition stand for ITB Berlin (contract notice 383572-2026). The cancellation is based on the following grounds: Upon review of the tenders received, the contracting authority has identified significant variations in the submitted prices that are not considered representative of genuine market competition. Following a thorough assessment, the contracting authority has concluded that these variations are attributable to ambiguities in relation to Appendix 2.A (Prices), which forms the basis for the financial evaluation of tenders. The pricing appendix has given rise to differing interpretations among tenderers as to how prices should be structured and submitted, resulting in tenders that are not directly comparable and that do not provide a sound basis for evaluation. In order to ensure fair and equal treatment of all tenderers and to safeguard the integrity of the

competitive process, the contracting authority has determined that it is necessary to cancel the current procurement procedure. The contracting authority intends to re-launch the procurement in a new tender procedure, with publication of a new contract notice next week. The re-launched procedure will include a revised and clarified version of the pricing appendix to ensure that all tenderers are able to submit tenders on a uniform and comparable basis. The contracting authority apologises for any inconvenience caused and encourages all interested parties to participate in the forthcoming re-launched tender procedure.

5.1.10. Award criteria

Criterion:

Type: Price

Name: Price

Description: The sub-criterion "Price" is evaluated on the basis of the Tenderer's response to Sub-Appendix 2.A. On this basis, a total "Technical Evaluation Score" is calculated, which will form the basis for the evaluation.

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

Award criterion number: 30

Criterion:

Type: Quality

Name: Exhibition Stand Concept

Description: Evaluation of the sub-criterion "Exhibition Stand Concept" is based on the Tenderer's response to Appendix 1 and Sub-Appendix 1.A. The elements included in the evaluation of the Tenderers' responses are set out in the instructions for Appendix 1.

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

Award criterion number: 40

Criterion:

Type: Quality

Name: Environment

Description: Evaluation of the sub-criterion "Environment" is based on the Tenderer's response to Appendix 1 and Sub-Appendix 1.A. The elements included in the evaluation of the Tenderers' responses are set out in the instructions for Appendix 1.

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

Award criterion number: 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: Klagenævnet for Udbud

Information about review deadlines: Under the Act on the Complaints Board for Public Procurement etc. (the Act is available at www.retsinformation.dk), the following time limits apply to the lodging of complaints, cf. section 7(2) of the Act: 1) 45 calendar days after the contracting authority has published a notice in the Official Journal of the European Union stating that the contracting authority has concluded a contract. The time limit is calculated from the day following the date on which the notice was published. 2) 20 calendar days from the day following the contracting authority's notification of its decision, cf. section 185(2) of the Public Procurement Act. No later than at the same time as a complaint is lodged with the Complaints Board for Public Procurement, the complainant must notify the contracting

authority in writing that a complaint is being lodged with the Complaints Board for Public Procurement, and whether the complaint has been lodged during the standstill period, cf. section 6(4) of the Act. In cases where the complaint has not been lodged during the standstill period, the complainant must also state whether suspensive effect of the complaint is sought, cf. section 12(1) of the Act. The Complaints Board for Public Procurement's email address is klfu@naevneneshus.dk. The Complaints Board for Public Procurement's guidance on complaints can be found at <https://naevneneshus.dk/naevnsoversigt/klagenaevnet-for-udbud/vejledning/>
Organisation providing more information on the review procedures: Konkurrence- og Forbrugerstyrelsen

6. Results

6.1. Result lot identifier: LOT-0000

Winner selection status: No winner was chosen and the competition is closed.
The reason why a winner was not chosen: Other

6.1.4. Statistical information

Summary of the review requests the buyer received:

Number of complainants: 0

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 6

8. Organisations

8.1. ORG-0001

Official name: VisitDenmark

Registration number: 33055331

Postal address: Islands Brygge 43, 3.

Town: København S

Postcode: 2300

Country subdivision (NUTS): Byen København (DK011)

Country: Denmark

Contact point: Mikkel Taanum

Email: Mikkel.Taanum@twobirds.com

Telephone: 20 13 38 20

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Klagenævnet for Udbud

Registration number: 37795526

Postal address: Toldboden 2

Town: Viborg

Postcode: 8800

Country subdivision (NUTS): Vestjylland (DK041)

Country: Denmark

Contact point: Klagenævnet for Udbud

Email: klfu@naevneneshus.dk

Telephone: +45 72405600

Internet address: <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Konkurrence- og Forbrugerstyrelsen

Registration number: 10294819

Postal address: Carl Jacobsens Vej 35

Town: Valby

Postcode: 2500

Country subdivision (NUTS): Byen København (DK011)

Country: Denmark

Contact point: Konkurrence- og Forbrugerstyrelsen

Email: kfst@kfst.dk

Telephone: +45 41715000

Internet address: <https://www.kfst.dk>

Roles of this organisation:

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: Merzell Holding ASA

Registration number: 980921565

Postal address: Askekroken 11

Town: Oslo

Postcode: 0277

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Contact point: eSender

Email: publication@merzell.com

Telephone: +47 21018800

Fax: +47 21018801

Internet address: <http://merzell.com/>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 0e571478-da3f-4a92-910a-8ff090248273 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 19/08/2026 11:24:37 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 19/08/2026 11:28:48 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

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