

674550-2026 - Competition

Belgium – Advertising and marketing services – B2B Promotional Campaign Delicious Dairy – dairy exports to China, Vietnam and the UAE

OJ S 190/2026 01/10/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: VZW Vlaams Centrum voor Agro- en Visserijmarketing

Email: vlam@vlam.be

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: B2B Promotional Campaign Delicious Dairy – dairy exports to China, Vietnam and the UAE

Description: B2B Promotional Campaign Delicious Dairy – dairy exports to China, Vietnam and the UAE VLAM has submitted the three-year EU promotional programme Delicious Dairy for 2027–2029. These specifications cover the development and implementation of a generic B2B promotional campaign for European dairy exports to China, Vietnam and the United Arab Emirates, comprising the following activities: public relations, website and social media, advertising, communication materials, and communication around trade fairs and B2B meetings. The indicative project estimate for this communication contract is EUR 1,180,600 including VAT (or 975.702,5 euro excluding VAT) over three years. Stand construction, stand space, other trade fair costs, independent impact measurement and VLAM's own project coordination fall outside this contract. The award and implementation are conditional on the award of European co-financing. See the technical specifications for the scope and deliverables.

Procedure identifier: ee3fca98-a3f1-403e-8ae5-b092e9afb10a

Internal identifier: VLAM/2026/11

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Belgium

Anywhere in the given country

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-0001

Title: B2B Promotional Campaign Delicious Dairy – dairy exports to China, Vietnam and the UAE

Description: B2B Promotional Campaign Delicious Dairy – dairy exports to China, Vietnam and the UAE VLAM has submitted the three-year EU promotional programme Delicious Dairy for 2027–2029. These specifications cover the development and implementation of a generic B2B promotional campaign for European dairy exports to China, Vietnam and the United Arab Emirates, comprising the following activities: public relations, website and social media, advertising, communication materials, and communication around trade fairs and B2B meetings. The indicative project estimate for this communication contract is EUR 1,180,600 including VAT (or 975.702,5 euro excluding VAT) over three years. Stand construction, stand space, other trade fair costs, independent impact measurement and VLAM's own project coordination fall outside this contract. The award and implementation are conditional on the award of European co-financing. See the technical specifications for the scope and deliverables.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

5.1.2. Place of performance

Country: Belgium

Anywhere in the given country

5.1.3. Estimated duration

Duration: 3 Years

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.publicprocurement.be/publication-workspaces/1d7e6256-dd4a-4fe1-bf19-b4188887708b/documents>

Ad hoc communication channel:

URL: <https://www.publicprocurement.be/publication-workspaces/1d7e6256-dd4a-4fe1-bf19-b4188887708b/forum>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.publicprocurement.be/supplier/enterprises/0/tendering-workspaces/publication-workspace-detail/1d7e6256-dd4a-4fe1-bf19-b4188887708b/general>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Deadline for receipt of tenders: 05/11/2026 11:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 90 Days

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:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Council of State

Information about review deadlines: The applicable time limit for lodging an appeal against the administrative decision with the Council of State.

8. Organisations

8.1. ORG-0001

Official name: VZW Vlaams Centrum voor Agro- en Visserijmarketing

Registration number: 0454423323_5703

Postal address: Belpairegebouw - Simon Bolivarlaan 17 bus 411

Town: Brussel

Postcode: 1000

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: vlam@vlam.be

Telephone: +32 25528011

Internet address: <http://www.vlam.be>

Buyer profile: <https://www.publicprocurement.be/bda?organisationIds=5703&includeOrganisationChildren=true>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: FPS Policy and Support

Registration number: BE001

Postal address: Simon Bolivarlaan 30, bus 1

Town: Brussel

Postcode: 1000

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: revise@publicprocurement.be

Telephone: +32 2 740 80 00

Internet address: <https://bosa.belgium.be>

Roles of this organisation:

TED eSender

8.1. ORG-0003

Official name: Council of State

Registration number: 0931814266

Postal address: Wetenschapsstraat 33

Town: Etterbeek

Postcode: 1040

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: e150e967-056d-48c6-ab04-0bb943d7efc3 - 01

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