

Ireland-Dublin: Exhibition, fair and congress organisation services
OJ S 244/2023 19/12/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Enterprise Ireland

National registration number: N/A

Postal address: The Plaza

Town: Dublin 3

NUTS code: IE061 Dublin

Postal code: East Point Business

Country: Ireland

Contact person: Greenville on behalf of Enterprise Ireland

E-mail: tenders@greenville.ie

Telephone: +353 14020114

Internet address(es):

Main address: <http://www.enterprise-ireland.com>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/434>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Establishment of a Single Party Framework Agreement services relating to the delivery of a series of virtual or in person events in the international education sector, across various geographic m

Reference number: 2022/33

II.1.2. Main CPV code

79950000 Exhibition, fair and congress organisation services

II.1.3. Type of contract

Services

II.1.4. Short description

Education in Ireland' is the national brand, under which Enterprise Ireland promotes Ireland as an international centre of excellence for higher education and a location for world class

research. Enterprise Ireland manages the brand on behalf of the Department of Further and Higher Education, Research, Innovation and Science.

Education in Ireland engages in the recruitment of international students. Each academic cycle Education in Ireland runs a series of national fairs, aimed at connecting prospective students with Irish HEIs. These events serve to generate leads on behalf of the Irish HEIs, but also to build the brand in the respective markets among students and stakeholders.

The framework agreement was established, with a single provider, on foot of a competition for an initial contract for the provision of a number of international education virtual and face to face events of different types across multiple geographic regions.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 400 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79950000 Exhibition, fair and congress organisation services

II.2.3. Place of performance

NUTS code: IE061 Dublin

Main site or place of performance: Enterprise Irelands Head Office, Dublin 3 and worldwide

II.2.4. Description of the procurement

'Education in Ireland' is the national brand, under which Enterprise Ireland promotes Ireland as an international centre of excellence for higher education and a location for world class research. Enterprise Ireland manages the brand on behalf of the Department of Further and Higher Education, Research, Innovation and Science.

As the national brand, Education in Ireland supports the internationalisation plans of its members; the Irish higher education institutions. A key component of that is engaging in the recruitment of international students. Each academic cycle Education in Ireland runs a series of national fairs, aimed at connecting prospective students with Irish HEIs. These events serve to generate leads on behalf of the Irish HEIs, but also to build the brand in the respective markets among students and stakeholders.

The framework agreement was established, with a single provider, on foot of a competition for an initial contract for the provision of a number of international education virtual and face to face events of different types across multiple geographic regions. As the international education sector moves towards a mixed model of student recruitment, and stakeholder engagement blending face to face, with virtual events, the initial contract may involve up to 12 virtual events and two face to face events per 12-month recruitment cycle, across a number of geographic markets, as set out in the RFT. Most events will take place between September and March of each year, including some on weekend and weekday evenings. The types of virtual events include student recruitment fairs, webinars / briefings and B2B networking events. Events would typically have a duration of between two (2) and four (4) hours.

II.2.5. Award criteria

Quality criterion - Name: Methodology for Delivery of the Service Addressing the Scope of Services / Weighting: 35%

Quality criterion - Name: Contract Management Proposal incl Service Level Agreement / Weighting: 10%

Quality criterion - Name: Quality and Balance of Resources Proposed / Weighting: 30%
Cost criterion - Name: Ultimate Cost / Weighting: 25%

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:
no

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

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 040-117413](#)

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:

Establishment of a Single Party Framework Agreement services relating to the delivery of a series of virtual or in person events in the international education sector, across various geographic m

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/08/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: BMi Globaled Ltd
National registration number: GB 327 1775 92
Postal address: 26 Red Lion Square,
Town: London
NUTS code: UKI London
Postal code: AL1 5LD
Country: United Kingdom
E-mail: rupert@bmiglobaled.com
Internet address: <http://www.bmiglobaled.com>
The contractor is an SME: yes

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

Total value of the contract/lot: 2 400 000,00 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: High Court
Postal address: Four Courts
Town: Dublin
Country: Ireland
Internet address: <https://www.courts.ie/>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:
As set out in section 7 of the European Communities (Public Authorities' Contracts) (Review Procedures) Regulations SI 130/2010, as amended.

VI.5. Date of dispatch of this notice

14/12/2023