

**Thailand – Public relations consultancy services – Policy Dialogue and Public Diplomacy Facility for Australia, Hong Kong/Macao, New Zealand, and Singapore****OJ S 248/2024 20/12/2024****Contract or concession award notice – standard regime****Services**

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**1. Buyer****1.1. Buyer**

Official name: European Commission, FPI - Service for Foreign Policy Instruments

Email: [DELEGATION-THAILAND-FPI-CALL@eeas.europa.eu](mailto:DELEGATION-THAILAND-FPI-CALL@eeas.europa.eu)

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

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**2. Procedure****2.1. Procedure**

Title: Policy Dialogue and Public Diplomacy Facility for Australia, Hong Kong/Macao, New Zealand, and Singapore

Description: This Action seeks to enable the EU to address the short and medium-term foreign policy needs and opportunities in and with Australia, Hong Kong (and Macao), New Zealand, and Singapore by deepening bilateral relations and dialogues, and by forging alliances and partnerships through public-, economic-, and cultural diplomacy tools, primarily in the fields of multilateralism and international rules-based order, trade and business relations, green policies, digital policies, cultural affairs, civil society, human rights, including labour rights, and other relevant sectors in which policy dialogues with targeted countries/territories are ongoing, planned, or have the potential to be further explored. Whenever relevant, the action will also seek synergies with and promote any interventions supported under the EU's Global Gateway initiative. This objective will be pursued through procurement of services (studies, events, technical support, communication support, etc.) to address short and medium-term EU foreign policy goals and opportunities with Australia, Hong Kong (and Macao), New Zealand, and Singapore.

Procedure identifier: c536ae36-55ab-42de-9b6d-0c2bdab082e1

Previous notice: 46258-2024

Internal identifier: EC-FPI/BKK/2024/EA-RP/0001

Type of procedure: Restricted

**2.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

**2.1.3. Value**

Estimated value excluding VAT: 5 000 000,00 EUR

**2.1.4. General information**

Additional information: SHORTLISTED CANDIDATES - LOT 2: 1) Agriconsulting Europe S.A. (AESAs) (Belgium), ICF Next S.A (Belgium); 2) CESO CI Internacional S.A. (Portugal), EPRD Biuro Polityki Gospodarczej i Rozwoju Regionalnego Sp. zo.o. (Poland); 3) CommWithUs SA (Belgium), Norm Consulting Danışmanlık A.Ş. (Turkey), Naree International Limited (Hong

Kong); 4) DAI Global Belgium SRL; 5) GOPA PACE (Belgium); 6) Particip GmbH (Germany), Sandpiper Communications Limited (Hong Kong); 7) PwC EU Services EESV (Belgium), PricewaterhouseCoopers Advisory Services Limited (Hong Kong); 8) Stantec sa/nv (Belgium), Eighty20 Marketing Ltd (Hong Kong)

Legal basis:

Regulation (EU, Euratom) 2018/1046

## 5. Lot

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### 5.1. Lot: LOT-0002

Title: Policy Dialogue and Public Diplomacy Facility for Hong Kong (and Macao)

Description: This Action seeks to enable the EU to address the short and medium-term foreign policy needs and opportunities in and with Hong Kong (and Macao), by deepening bilateral relations and dialogues, and by forging alliances and partnerships through public-, economic-, and cultural diplomacy tools, primarily in the fields of multilateralism and international rules-based order, trade and business relations, green policies, digital policies, cultural affairs, civil society, human rights, including labour rights, and other relevant sectors in which policy dialogues with targeted countries/territories are ongoing, planned, or have the potential to be further explored. Whenever relevant, the action will also seek synergies with and promote any interventions supported under the EU's Global Gateway initiative. This objective will be pursued through procurement of services (organisation of events, technical cooperation, production of policy briefs, preparation of communication material, human rights-promoting measures, civil society-, academic- and think tank exchanges, cultural/media activities, etc) to address short and medium-term EU foreign policy goals and opportunities with Hong Kong (and Macao).

Internal identifier: EC-FPI/BKK/2024/EA-RP/0001-LOT-2

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 71621000 Technical analysis or consultancy services, 79952000

Event services

Options:

Description of the options: provided they are in conformity with the basic project, new services or works consisting in the repetition of similar services or works, may be entrusted up to 100 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

#### 5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Macao

#### 5.1.2. Place of performance

Anywhere

Additional information: The contract will be performed in Hong Kong

#### 5.1.3. Estimated duration

Duration: 36 Months

#### 5.1.5. Value

Estimated value excluding VAT: 1 000 000,00 EUR

#### 5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

#### 5.1.10. Award criteria

Criterion:

Type: Quality

Description: Please consult the procurement documents.

Weight (percentage, exact): 80

Criterion:

Type: Price

Description: Please consult the procurement documents.

Weight (percentage, exact): 20

#### 5.1.15. Techniques

Framework agreement: No framework agreement

Information about the dynamic purchasing system: No dynamic purchase system

Electronic auction: no

#### 5.1.16. Further information, mediation and review

Review organisation: Court of Justice of the European Union

Organisation signing the contract: European Commission, FPI - Service for Foreign Policy Instruments

TED eSender: European Commission

## 6. Results

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Value of all contracts awarded in this notice: 999 825,00 EUR

### 6.1. Result lot Identifier: LOT-0002

Winner selection status: At least one winner was chosen.

#### 6.1.2. Information about winners

##### Winner:

Leader of tendering party: PARTICIP GMBH

Official name: Sandpiper Communications Limited.

##### Tender:

Tender identifier: Joint tender led by PARTICIP GMBH

Identifier of lot or group of lots: LOT-0002

Contract information:

Identifier of the contract: NDICI ASIA FPI/2024/459-871

Date on which the winner was chosen: 09/10/2024

Date of the conclusion of the contract: 08/11/2024

Organisation signing the contract: European Commission, FPI - Service for Foreign Policy Instruments

#### 6.1.4. Statistical information:

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 4

### 8.1. ORG-0001

Official name: European Commission, FPI - Service for Foreign Policy Instruments

Registration number: COM

Department: FPI.3 - Rapid Response Europe, Asia & Americas

Postal address: Athenee Tower, 10th floor, 63 Wireless Road

Town: Bangkok

Postcode: 10330

Country: Thailand

Email: [DELEGATION-THAILAND-FPI-CALL@eeas.europa.eu](mailto:DELEGATION-THAILAND-FPI-CALL@eeas.europa.eu)

Telephone: +32 2 299 11 11

Internet address: [https://ec.europa.eu/fpi/home\\_en](https://ec.europa.eu/fpi/home_en)

**Roles of this organisation:**

Buyer

Organisation signing the contract

### 8.1. ORG-0002

Official name: Court of Justice of the European Union

Registration number: CURIA

Postal address: Rue du Fort Niedergrünewald

Town: Luxembourg

Postcode: L-2925

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: [GC.Registry@curia.europa.eu](mailto:GC.Registry@curia.europa.eu)

Telephone: +352 4303-1

Internet address: <http://curia.europa.eu>

**Roles of this organisation:**

Review organisation

### 8.1. ORG-0003

Official name: European Commission

Registration number: EUCOM

Postal address: Mondrian (CDMA), Rue du Champ de Mars 21

Town: Brussels

Postcode: B-1050

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

Country: Belgium

Email: [DELEGATION-THAILAND-FPI-CALL@eeas.europa.eu](mailto:DELEGATION-THAILAND-FPI-CALL@eeas.europa.eu)

Telephone: +32 2 299 11 11

Internet address: <https://commission.europa.eu/>

**Roles of this organisation:**

TED eSender

### 8.1. ORG-0004

Official name: PARTICIP GMBH

Registration number: DE142927394

Postal address: MERZHAUSER STR 183

Town: FREIBURG

Postcode: 79100

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

Country: Germany

Email: [info@particip.de](mailto:info@particip.de)

Telephone: +49761790740

**Roles of this organisation:**

Tenderer

Group leader

**Winner of these lots:** LOT-0002

**8.1. ORG-0005**

Official name: Sandpiper Communications Limited.

Registration number: 1926304

Postal address: 1701-2, 17/F, Tai Tung Building, 8 Fleming Road

Town: Wanchai

Country: Hong Kong

Email: [hongkong@sandpipercomms.com](mailto:hongkong@sandpipercomms.com)

Telephone: +852 3114 6339

**Roles of this organisation:**

Tenderer

**Winner of these lots:** LOT-0002

11. Notice information

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**11.1. Notice information**

Notice identifier/version: b0d0776f-69ad-4805-9a89-4d7d73879454 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 19/12/2024 07:58:57 (UTC+1)

Languages in which this notice is officially available: English

**11.2. Publication information**

Notice publication number: 783653-2024

OJ S issue number: 248/2024

Publication date: 20/12/2024