

434929-2026 - Hange

Vietnam – Reklaami- ja turundusteenused – EU Strategic Communication in Viet Nam

OJ S 120/2026 25/06/2026

Hanketeade või kontsessiooniteade – üldkord

Teenused

1. Hankija

1.1. Hankija

Ametlik nimi: European Commission, INTPA - International Partnerships

E-posti aadress: DELEGATION-VIETNAM-CALL-FOR-TENDERS@eeas.europa.eu

Hankija õiguslik vorm: ELi institutsioon, organ või amet

Hankija tegevus: Üldised avalikud teenused

2. Menetlus

2.1. Menetlus

Pealkiri: EU Strategic Communication in Viet Nam

Kirjeldus: The purpose of this contract is to position the EU as a strategic, reliable, and long-term partner of Vietnam among key target audiences and stakeholders. The contractor will design and implement a strategic communication campaign to raise awareness, strengthen engagement, and reinforce the EU's image as a trusted partner under the EU–Vietnam Comprehensive Strategic Partnership (CSP). The campaign will support the visibility of the EU's ongoing and future cooperation portfolio, guided by the EU's priorities for external assistance, and will showcase tangible results and the added value of EU–Vietnam cooperation. Activities will highlight key EU priorities, including the green transition, sustainable and inclusive development, and governance, while demonstrating concrete benefits for Vietnamese citizens. Communication activities should clearly convey why EU actions matter to the people of Vietnam, emphasising shared values, mutual interests, and real-life impact through creative, accessible, and non-technical approaches implemented under the Team Europe framework. Building on the previous “Plug In To Evolution” and “I’ve Got the Power” campaigns implemented by the EU in Vietnam, the contractor will propose innovative, high-impact initiatives, including digital storytelling and youth engagement activities, while ensuring robust monitoring, performance measurement, and full alignment with EU communication guidelines and cross-cutting priorities.

Menetluse tunnus: affd0e93-6b83-4bc0-a99d-12fe77cc04dd

Sisemine tunnus: EC-INTPA/HAN/2026/EA-RP/0080

Menetluse liik: Piiratud

Kiirendatud menetlus: ei

2.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79340000 Reklaami- ja turundusteenused

2.1.2. Lepingu täitmise koht

Riik: Vietnam

Kõikjal asjaomases riigis

Lisateave: Please consult the procurement documents.

2.1.3. Maksumus

Eeldatav maksumus käibemaksuta: 3 000 000,00 EUR

2.1.4. Üldine teave

Lisateave: For any additional information, please refer to the document A5f "Additional information about the Contract Notice". In case of unavailability or disruptions in the functioning of the electronic means of communication provided in Section 5.1.11 in the last 5 calendar days before the time limit for receipt indicated in Section 5.1.12, the contracting authority reserves the right to extend this time limit and publish the extension at the Internet address provided in Section 5.1.11, without a preceding publication of a corrigendum to this notice. Economic operators interested in this procurement are invited to subscribe to the call for tenders at the address in Section 5.1.11 in order to get notified when new information or documents are published.

Õiguslik alus:

Määrus (EL, Euratom) 2024/2509

LocalLaw - Procurement award procedure applying to European Union external actions financed from the general budget of the European Union and the European Development Fund (EDF)

2.1.6. Kõrvaldamise alused

Väljajätmise aluste allikad: Hankedokument

5. Osa

5.1. Osa: LOT-0001

Pealkiri: EU Strategic Communication in Viet Nam

Kirjeldus: The purpose of this contract is to position the EU as a strategic, reliable, and long-term partner of Vietnam among key target audiences and stakeholders. The contractor will design and implement a strategic communication campaign to raise awareness, strengthen engagement, and reinforce the EU's image as a trusted partner under the EU–Vietnam Comprehensive Strategic Partnership (CSP). The campaign will support the visibility of the EU's ongoing and future cooperation portfolio, guided by the EU's priorities for external assistance, and will showcase tangible results and the added value of EU–Vietnam cooperation. Activities will highlight key EU priorities, including the green transition, sustainable and inclusive development, and governance, while demonstrating concrete benefits for Vietnamese citizens. Communication activities should clearly convey why EU actions matter to the people of Vietnam, emphasising shared values, mutual interests, and real-life impact through creative, accessible, and non-technical approaches implemented under the Team Europe framework. Building on the previous "Plug In To Evolution" and "I've Got the Power" campaigns implemented by the EU in Vietnam, the contractor will propose innovative, high-impact initiatives, including digital storytelling and youth engagement activities, while ensuring robust monitoring, performance measurement, and full alignment with EU communication guidelines and cross-cutting priorities.

Sisemine tunnus: EC-INTPA/HAN/2026/EA-RP/0080

5.1.1. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79340000 Reklaami- ja turundusteenused

Täiendav liigitus (cpv): 73220000 Arendustöö nõustamisteenused, 79341000 Reklaamisteenused, 79342000 Turundusteenused, 79953000 Festivalide organiseerimisteenused, 79956000 Messide ja näituste organiseerimisteenused

Täiendavad hankevõimalused:

Täiendavate hankevõimaluste kirjeldus: 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 50 % of the initial contract to the initial contractor by negotiated procedure without prior publication of a contract notice.

5.1.2. Lepingu täitmise koht

Kus tahes

Lisateave: The contract will be performed in Viet Nam

5.1.3. Eeldatav kestus

Kestus: 36 Kuud

5.1.5. Maksumus

Eeldatav maksumus käibemaksuta: 3 000 000,00 EUR

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.

Hankeprojekt, mida rahastatakse täielikult või osaliselt ELi vahenditest

Teave Euroopa Liidu vahendite kohta:

ELi vahendid – programm: Naabruspoliitika, arengu- ja rahvusvahelise koostöö rahastamisvahend (2021/2027)

Hanke suhtes kohaldatakse riigihankelepingut (GPA): ei

Lisateave: The procurement is funded by the following EU programme: Asia and the Pacific.

5.1.9. Kvalifitseerimistingimused

Valikukriteeriumide allikad: Hankedokument

Teave kaheetapilise menetluse teise etapi kohta:

Menetluse teise etapi kutsutavate taotlejate miinimumarv: 4

Menetluse teise etapi kutsutavate taotlejate maksimumarv: 8

5.1.10. Pakkumuste hindamise kriteeriumid

Kriteerium:

Liik: Kvaliteet

Kirjeldus: Please consult the procurement documents.

Hindamise kaalukriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 80

Kriteerium:

Liik: Hind

Kirjeldus: Please consult the procurement documents.

Hindamise kaalukriteeriumi kategooria: Kaal (protsentides, täpne)

Hindamiskriteerium – arv: 20

5.1.11. Hankedokumendid

Hankedokumentide aadress: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/affd0e93-6b83-4bc0-a99d-12fe77cc04dd-CN?#anchorDocuments>

Sihtotstarbeline teabevahetuskanal:

5.1.12. Hanke tingimused

Esitamise tingimused:

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://webgate.ec.europa.eu/digit/opsys/esubmission?cftUuid=affd0e93-6b83-4bc0-a99d-12fe77cc04dd>

Keeled, milles võib pakkumusi või osalemistaotlusi esitada: inglise keel

Elektrooniline kataloog: Ei ole lubatud

Osalemistaotluste esitamise tähtaeg: 28/07/2026 16:00:59 (UTC+07:00) Bangkok, Hanoi, Jakarta

Lepingutingimused:

Lepingu täitmine peab toimuma kaitstud tööhõive programmide raames: Ei

E-arveldamine: Lubatud

Kasutatakse elektroonilisi tellimusi: jah

Kasutatakse elektroonilisi makseid: jah

5.1.15. Vahendid

Raamleping:

Ei kohaldata raamlepingut

Teave dunaamilise hankesüsteemi kohta:

Ei kohaldata dunaamilist hankesüsteemi

5.1.16. Lisateave, lepitus ja vaidlustus

Vaidlustusorgan: Court of Justice of the European Union

Organisatsioon, mis annab lisateavet vaidlustamise kohta: European Commission, INTPA - International Partnerships

8. Organisatsioonid

8.1. ORG-0001

Ametlik nimi: European Commission, INTPA - International Partnerships

Registreerimisnumber: COM

Osakond: INTPA.C - Asia and Pacific, INTPA.C.2 - South and South-East Asia

Postiaadress: 24th floor, West wing, Lotte Center Hanoi, 54 Lieu Giai street, Ba Dinh district

Linn: Hanoi

Sihtnumber: N/A

Riik: Vietnam

E-posti aadress: DELEGATION-VIETNAM-CALL-FOR-TENDERS@eeas.europa.eu

Telefon: +32 2 299 11 11

Internetiaadress: https://international-partnerships.ec.europa.eu/index_en

Selle organisatsiooni rollid:

Hankija

Organisatsioon, mis annab lisateavet vaidlustamise kohta

8.1. ORG-0002

Ametlik nimi: Court of Justice of the European Union

Registreerimisnumber: CURIA

Postiaadress: Rue du Fort Niedergrünwald

Linn: Luxembourg
Sihtnumber: L-2925
Riik – jaotus (NUTS): Luxembourg (LU000)
Riik: Luksemburg
E-posti aadress: GC.Registry@curia.europa.eu
Telefon: +352 4303-1
Internetiaadress: <http://curia.europa.eu>
Selle organisatsiooni rollid:
Vaidlustusorgan

8.1. ORG-0003

Ametlik nimi: European Commission
Registreerimisnumber: EUCOM
Postiaadress: Mondrian (CDMA), Rue du Champ de Mars 21
Linn: Brussels
Sihtnumber: B-1050
Riik – jaotus (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Riik: Belgia
E-posti aadress: DELEGATION-VIETNAM-CALL-FOR-TENDERS@eeas.europa.eu
Telefon: +32 2 299 11 11
Internetiaadress: <https://commission.europa.eu/>
Selle organisatsiooni rollid:
TED eSender

Teave teate kohta

Teate tunnus/version: cb2fafd4-8e3e-4a1a-9931-ebedbe3ae24b - 01
Vormi liik: Hange
Teate liik: Hanketeade või kontsessiooniteade – üldkord
Teate alaliik: 16
Teate saatmise kuupäev: 23/06/2026 05:07:53 (UTC+02:00) Ida-Euroopa aeg, Kesk-Euroopa suveaeg
Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel
Teate avaldamise number: 434929-2026
ELT S väljaande number: 120/2026
Avaldamise kuupäev: 25/06/2026