

276975-2026 - Mise en concurrence

Finlande – Services de publicité et de marketing – PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow

OJ S 79/2026 23/04/2026

Avis de marché ou de concession – régime ordinaire

Services

1. Acheteur

1.1. Acheteur

Nom officiel: Mikkelin Kehitysyhtiö Miksei Oy

Adresse électronique: info@mikseimikkeli.fi

Forme juridique de l'acheteur: Organisme de droit public, contrôlé par une autorité locale

Activité du pouvoir adjudicateur: Affaires économiques

2. Procédure

2.1. Procédure

Titre: PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow

Description: Saimaa Horizon project introduction The objective of the Saimaa Horizon project (funded by South Savo Regional Council and EU) is to elevate Lake Saimaa – Mikkeli Region as a significant international year-round destination in Finland's Lakeland for sustainable tourism, to foster growth in overnights 15%-25% annually and in direct and indirect tourism revenue by promoting the region's international recognition, to support the readiness of local entrepreneurs for global markets and facilitate collaborative networks. Additionally, the project advances local businesses' capabilities to identify new business opportunities and models, develop customer-oriented products, services, and joint offerings, and enhance sales in international markets. Mikkeli Development Miksei Ltd. is responsible for Saimaa Horizon project management and promoting Mikkeli Region in international markets, improving companies' readiness for internationalization, product development, and marketing, and supporting sales efforts in the selected international markets. Furthermore, Mikkeli Development Ltd is tasked with increasing the region's awareness and executing media and PR work. Lake Saimaa - Mikkeli Region introduction The Mikkeli Region, encompassing Mikkeli, Puumala, and Mäntyharju, lies at the heart of the stunning Lake Saimaa region—the largest lake district in Finland. Known for its sparkling waters, endless green forests, and vast archipelago, the area offers thousands of miles of scenic shoreline dotted with charming lakeside resorts, historic manor houses, private villas, and traditional saunas. Rich in history and renowned for its local gastronomy, the Mikkeli Region combines authentic Finnish nature with a wide range of year-round activities, making it a captivating destination for both locals and international visitors. The primary goals of the tender: - To identify and contract a PR agency capable of delivering strategic communications that amplify Lake Saimaa – Mikkeli Region presence and appeal in UK, France, Spain and USA markets during the designated period. The project is planned to commence in June 2026 and must be completed by October 31, 2027. - The agency will be expected to develop and implement comprehensive PR activities, employing innovative approaches and local market expertise to position Lake Saimaa – Mikkeli Region as a must-visit destination for discerning travelers. - The scope of work includes designing integrated media strategies, cultivating high-value partnerships with

media, and creating impactful storytelling that distinguishes Lake Saimaa – Mikkeli Region from competitors. - The primary goal of the PR project: To maximize Lake Saimaa - Mikkeli Region's main tourism service providers visibility in media in UK, France, Spain and USA, to enhance the awareness of Lake Saimaa – Mikkeli Region and its highlights, and to boost the visitor numbers from UK, France, Spain and USA in 2026 and 2027. Expected Activities The selected agency will be responsible for strengthening the awareness of Lake Saimaa – Mikkeli Region by increasing visibility across selected key target markets, with a primary focus on the UK and France, and secondary attention on Spain and the USA. This includes securing high-quality media coverage in reputable travel and lifestyle outlets across both traditional and digital platforms, while leveraging culturally relevant storytelling and strategic media placements. In addition, the agency is expected to foster strong relationships with journalists to generate authentic interest and long-term advocacy. All communications should be carefully tailored to reflect the preferences, trends, and values of each target market, while maintaining a consistent and compelling brand message. The agency should also continuously measure and optimize campaign performance by providing transparent monthly reporting on all activities, media exposure and key performance indicators such as earned media value, share of voice, engagement rates, and resulting inquiries or bookings. Monthly report must be submitted and approved by the tenderer before invoicing. Finally, a deep understanding of local market dynamics, media landscapes, and regulatory requirements is essential to ensure both compliance and maximum campaign effectiveness. Primary focus will be on activities in main target markets UK and France, including the creation and distribution of press releases, thematic media pitching, and the organization at least one international group media trip (at least 4 media representatives in the group). Selected top-tier media representatives will also be invited on hosted individual press trips. Secondary focus will be on the USA and Spain, consisting of press release distribution, selective media pitching, and invitations for top-tier media representatives—such as New York Times, Condé Nast, or National Geographic—to participate in hosted individual media trips. The selected PR agency is expected to familiarize itself thoroughly with the Mikkeli region and Lake Saimaa area, including their key strengths, attractiveness factors, and the companies participating in the project. This familiarisation should be incorporated into the action plan submitted with the proposal. If the region is already familiar to the tenderer, this must be clearly described in the proposal.

Identifiant de la procédure: ec9cd74b-0755-4754-bb3a-7dc856609ae3

Identifiant interne: 608233

Type de procédure: Ouverte

La procédure est accélérée: non

2.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79340000 Services de publicité et de marketing

Nomenclature complémentaire (cpv): 63515000 Services de voyages, 79342000 Services de marketing

2.1.2. Lieu d'exécution

N'importe où

Informations complémentaires: Target markets for activities have been specified in the tender.

2.1.3. Valeur

Valeur estimée hors TVA: 30 000,00 EUR

2.1.4. Informations générales

Informations complémentaires: Requirements of the selected agency -The selected PR agency must have a physical presence (a registered business) and a designated expert in at least one of the target markets (UK, France, Spain, or USA), along with appointed experts covering the remaining markets. -The agency must be able to propose activities primarily in the UK and France, and secondarily in Spain and the USA, within the stated budget. - In addition to the core activities listed, the agency must demonstrate a proactive approach in identifying emerging trends and opportunities within the travel and lifestyle sectors, adapting strategies to remain ahead of the curve. - Expertise in digital storytelling and cross-market collaboration will be essential for driving sustained engagement and visibility. -The ability to present innovative ideas—grounded in data and tailored to the Lake Saimaa–Mikkeli Region—will be key in differentiating the destination amid a competitive international landscape. - Agencies with proven international experience, creative vision, operational capacity, and senior-level expertise to deliver measurable results for the Lake Saimaa–Mikkeli Region in the UK, France, Spain, and the USA will be prioritized in the selection process. - The agency must have a named operative team dedicated to execute Lake Saimaa–Mikkeli Region activities (the operative team’s competencies and seniority will be evaluated). Procurement procedure and budget for tender The procurement will be carried out as a reverse tendering process with a fixed service price. The evaluation of tenders will be based on qualitative factors. The total budget is EUR 30,000. All administrative costs, as well as the service provider’s team’s local travel and operational expenses (including banking fees), must be included in the retainer fee. The selected PR agency must include at least one familiarization trip to the Mikkeli Region within the retainer fee (this may be part of a media trip). Any additional costs paid by the client (e.g. travel costs for media, PR gifts, and PR events) must be separately approved by the client prior to execution. Questions related to the tender must be submitted via Cloudia platform by 4 pm Finland time May 15th, 2025. The tender must be submitted via Cloudia platform by 4 pm Finland time May 25th, 2025. Expected project timeline The project is scheduled to commence in June 2026 and must be completed by 31 October 2027. The agency is required to include a realistic project schedule and propose the project duration in its proposal. Value of the contract Value of the contract does not exceed national threshold of 60 000,00 € (low-value procurement). National procurement notice form has been selected for technicality reasons (visibility and transparency). Additional information The request for tender is subject to approval of amendment application of Saimaa Horizon project. All offers for this request for tenderers must be submitted in English. Supplier Support for Cloudia procurement - go to <https://tuki.cloudia.fi/hc/en-150> Guide for Cloudia procurement registration - guide for registration annexed to this procurement notice

Base juridique:

Directive 2014/24/UE

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Document de marché

5. Lot

5.1. Lot: LOT-0000

Titre: PR Agency Services for Lake Saimaa - Mikkeli Region Tourism, Finland - EU-funded Project: Saimaa Horizon 2030 – Invest & Grow

Description: Saimaa Horizon project introduction The objective of the Saimaa Horizon project (funded by South Savo Regional Council and EU) is to elevate Lake Saimaa – Mikkeli Region as a significant international year-round destination in Finland’s Lakeland for sustainable tourism, to foster growth in overnights 15%-25% annually and in direct and indirect tourism

revenue by promoting the region's international recognition, to support the readiness of local entrepreneurs for global markets and facilitate collaborative networks. Additionally, the project advances local businesses' capabilities to identify new business opportunities and models, develop customer-oriented products, services, and joint offerings, and enhance sales in international markets. Mikkeli Development Miksei Ltd. is responsible for Saimaa Horizon project management and promoting Mikkeli Region in international markets, improving companies' readiness for internationalization, product development, and marketing, and supporting sales efforts in the selected international markets. Furthermore, Mikkeli Development Ltd is tasked with increasing the region's awareness and executing media and PR work.

Lake Saimaa - Mikkeli Region introduction

The Mikkeli Region, encompassing Mikkeli, Puumala, and Mäntyharju, lies at the heart of the stunning Lake Saimaa region—the largest lake district in Finland. Known for its sparkling waters, endless green forests, and vast archipelago, the area offers thousands of miles of scenic shoreline dotted with charming lakeside resorts, historic manor houses, private villas, and traditional saunas. Rich in history and renowned for its local gastronomy, the Mikkeli Region combines authentic Finnish nature with a wide range of year-round activities, making it a captivating destination for both locals and international visitors.

The primary goals of the tender:

- To identify and contract a PR agency capable of delivering strategic communications that amplify Lake Saimaa – Mikkeli Region presence and appeal in UK, France, Spain and USA markets during the designated period. The project is planned to commence in June 2026 and must be completed by October 31, 2027.
- The agency will be expected to develop and implement comprehensive PR activities, employing innovative approaches and local market expertise to position Lake Saimaa – Mikkeli Region as a must-visit destination for discerning travelers.
- The scope of work includes designing integrated media strategies, cultivating high-value partnerships with media, and creating impactful storytelling that distinguishes Lake Saimaa – Mikkeli Region from competitors.
- The primary goal of the PR project: To maximize Lake Saimaa - Mikkeli Region's main tourism service providers visibility in media in UK, France, Spain and USA, to enhance the awareness of Lake Saimaa – Mikkeli Region and its highlights, and to boost the visitor numbers from UK, France, Spain and USA in 2026 and 2027.

Expected Activities

The selected agency will be responsible for strengthening the awareness of Lake Saimaa – Mikkeli Region by increasing visibility across selected key target markets, with a primary focus on the UK and France, and secondary attention on Spain and the USA. This includes securing high-quality media coverage in reputable travel and lifestyle outlets across both traditional and digital platforms, while leveraging culturally relevant storytelling and strategic media placements. In addition, the agency is expected to foster strong relationships with journalists to generate authentic interest and long-term advocacy. All communications should be carefully tailored to reflect the preferences, trends, and values of each target market, while maintaining a consistent and compelling brand message. The agency should also continuously measure and optimize campaign performance by providing transparent monthly reporting on all activities, media exposure and key performance indicators such as earned media value, share of voice, engagement rates, and resulting inquiries or bookings. Monthly report must be submitted and approved by the tenderer before invoicing. Finally, a deep understanding of local market dynamics, media landscapes, and regulatory requirements is essential to ensure both compliance and maximum campaign effectiveness. Primary focus will be on activities in main target markets UK and France, including the creation and distribution of press releases, thematic media pitching, and the organization at least one international group media trip (at least 4 media representatives in the group). Selected top-tier media representatives will also be invited on hosted individual press trips. Secondary focus will be on the USA and Spain, consisting of press release distribution, selective media pitching, and invitations for top-tier media representatives—such as New York Times, Condé Nast, or National Geographic—to

participate in hosted individual media trips. The selected PR agency is expected to familiarize itself thoroughly with the Mikkeli region and Lake Saimaa area, including their key strengths, attractiveness factors, and the companies participating in the project. This familiarisation should be incorporated into the action plan submitted with the proposal. If the region is already familiar to the tenderer, this must be clearly described in the proposal.

Identifiant interne: 608233

5.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79340000 Services de publicité et de marketing

Nomenclature complémentaire (cpv): 63515000 Services de voyages, 79342000 Services de marketing

5.1.2. Lieu d'exécution

N'importe où

Informations complémentaires: Target markets for activities have been specified in the tender.

5.1.3. Durée estimée

Date de début: 01/06/2026

Date de fin de durée: 31/10/2027

5.1.5. Valeur

Valeur estimée hors TVA: 30 000,00 EUR

5.1.6. Informations générales

Participation réservée:

La participation n'est pas réservée.

Projet de passation de marché financé en totalité ou en partie par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): oui

Le marché en question convient aussi aux petites et moyennes entreprises (PME): oui

Informations complémentaires: Requirements of the selected agency -The selected PR agency must have a physical presence (a registered business) and a designated expert in at least one of the target markets (UK, France, Spain, or USA), along with appointed experts covering the remaining markets. -The agency must be able to propose activities primarily in the UK and France, and secondarily in Spain and the USA, within the stated budget. - In addition to the core activities listed, the agency must demonstrate a proactive approach in identifying emerging trends and opportunities within the travel and lifestyle sectors, adapting strategies to remain ahead of the curve. - Expertise in digital storytelling and cross-market collaboration will be essential for driving sustained engagement and visibility. -The ability to present innovative ideas—grounded in data and tailored to the Lake Saimaa–Mikkeli Region—will be key in differentiating the destination amid a competitive international landscape. - Agencies with proven international experience, creative vision, operational capacity, and senior-level expertise to deliver measurable results for the Lake Saimaa–Mikkeli Region in the UK, France, Spain, and the USA will be prioritized in the selection process. - The agency must have a named operative team dedicated to execute Lake Saimaa–Mikkeli Region activities (the operative team's competencies and seniority will be evaluated). Procurement procedure and budget for tender The procurement will be carried out as a reverse tendering process with a fixed service price. The evaluation of tenders will be based on qualitative factors. The total budget is EUR 30,000. All administrative costs, as well as the service provider's team's local travel and operational expenses (including banking fees), must be included in the retainer fee. The selected PR agency must include at least one familiarization trip to the Mikkeli Region within the retainer fee (this may be part of a media trip). Any additional costs paid by the client

(e.g. travel costs for media, PR gifts, and PR events) must be separately approved by the client prior to execution. Questions related to the tender must be submitted via Cloudia platform by 4 pm Finland time May 15th, 2025. The tender must be submitted via Cloudia platform by 4 pm Finland time May 25th, 2025. Expected project timeline The project is scheduled to commence in June 2026 and must be completed by 31 October 2027. The agency is required to include a realistic project schedule and propose the project duration in its proposal. Value of the contract Value of the contract does not exceed national threshold of 60 000,00 € (low-value procurement). National procurement notice form has been selected for technicality reasons (visibility and transparency). Additional information The request for tender is subject to approval of amendment application of Saimaa Horizon project. All offers for this request for tenderers must be submitted in English. Supplier Support for Cloudia procurement - go to <https://tuki.cloudia.fi/hc/en-150> Guide for Cloudia procurement registration - guide for registration annexed to this procurement notice

5.1.7. Marché public stratégique

Objectif social promu: Conditions de travail équitables

5.1.9. Critères de sélection

Sources des critères de sélection: Document de marché

5.1.10. Critères d'attribution

Critère:

Type: Qualité

Nom: References

Description: References of the specialist team dedicated for this project (travel and hospitality industry). 1. Similarity and relevance with the tenderers project (projects for DMO's or individual tourism companies), 2. outcome and 3. impact of the reference projects (qualitative and quantitative). (10 points each criteria) (max. 10 project references within 5 years) (document max 5 A4 pages) references within 5 years)

Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)

Nombre critère d'attribution: 30

Critère:

Type: Qualité

Nom: Competence

Description: 1. Seniority and experience in travel and hospitality industry projects, 2. travel and hospitality industry stakeholder networks in the markets, 3. proven existing relationships with key members of the travel media, across all stakeholder groups - trade, consumer publications and newspapers; and special interest and lifestyle media who support the destination special interest markets, 4. proven methodology for measurement/ROI of communications investment. (10 points each criteria)

Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)

Nombre critère d'attribution: 40

Critère:

Type: Qualité

Nom: Project plan

Description: Submit a proposal including the following elements: 1. Project strategy (describe the relevancy for Lake Saimaa- Mikkeli Region) 2. Preliminary list of target media in the target markets (describe the relevancy for Lake Saimaa- Mikkeli Region) 3. Suggest realistic activities (based on relevancy and cost effectiveness) 4. Timeline (project timeline must be realistic) 5. Reporting plan (describe the metrics used and the relevancy for Lake Saimaa - Mikkeli Region) Criteria: 1. Project strategy feasibility and relevance 12p 2. Relevance, quality

and number of preliminary list of media per target market 8p 3. Feasibility, relevance and the number of the suggested activities per target market 12p 4. Feasibility of the timeline 12p 5. Reporting plan comprehensiveness 8p
Catégorie du critère d'attribution poids: Pondération (points, valeur exacte)
Nombre critère d'attribution: 52

5.1.11. Documents de marché

Langues dans lesquelles les documents de marché sont officiellement disponibles: anglais
Date limite de demande d'informations complémentaires: 15/05/2026 13:00:00 (UTC+00:00)
Heure de l'Europe occidentale, GMT
Adresse des documents de marché: <https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd>
Canal de communication ad hoc:
URL: <https://tarjouspalvelu.fi/Default/Index>

5.1.12. Conditions du marché public

Conditions de soumission:

Soumission par voie électronique: Requise
Adresse de soumission: <https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd>

Langues dans lesquelles les offres ou demandes de participation/candidatures peuvent être présentées: finnois

Catalogue électronique: Non autorisée

Les soumissionnaires peuvent présenter plusieurs offres: Non autorisée

Date limite de réception des offres: 25/05/2026 13:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Durée de validité des offres: 60 Jours

Informations relatives à l'ouverture publique:

Date d'ouverture: 26/05/2026 06:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Conditions du marché:

Le contrat doit être exécuté dans le cadre de programmes d'emplois protégés: Non

Un accord de confidentialité est requis: non

Facturation électronique: Requise

La commande en ligne sera utilisée: oui

Le paiement électronique sera utilisé: oui

5.1.15. Techniques

Accord-cadre:

Pas d'accord-cadre

Informations sur le système d'acquisition dynamique:

Pas de système d'acquisition dynamique

5.1.16. Informations complémentaires, médiation et recours

Organisation chargée des procédures de médiation: Markkinaoikeus

Organisation chargée des procédures de recours: Markkinaoikeus

Description des délais d'introduction des procédures de recours: 14 days after the Contract Award Decision. Mikkelin kehitysyhtiö Miksei Oy Maaherrankatu 9-11 50100 Mikkeli, Finland
CEO Timo Paakki timo.paakki@mikseimikkeli.fi

Organisation qui fournit des précisions concernant l'introduction des recours: Mikkelin Kehitysyhtiö Miksei Oy

Organisation qui reçoit les demandes de participation/candidatures: Mikkelin Kehitysyhtiö Miksei Oy
Organisation qui traite les offres: Mikkelin Kehitysyhtiö Miksei Oy

8. Organisations

8.1. ORG-0001

Nom officiel: Markkinaoikeus
Numéro d'enregistrement: 3006157-6
Adresse postale: Radanrakentajantie 5
Ville: Helsinki
Code postal: 00520
Subdivision pays (NUTS): Helsinki-Uusimaa (FI1B1)
Pays: Finlande
Adresse électronique: markkinaoikeus@oikeus.fi
Téléphone: +358 295643300
Adresse internet: <http://www.oikeus.fi/markkinaoikeus>

Rôles de cette organisation:

Organisation chargée des procédures de recours
Organisation chargée des procédures de médiation

8.1. ORG-0002

Nom officiel: Mikkelin Kehitysyhtiö Miksei Oy
Numéro d'enregistrement: 0600598-8
Adresse postale: Maaherrankatu 9-11
Ville: Mikkeli
Code postal: 50100
Subdivision pays (NUTS): Etelä-Savo (FI1DA)
Pays: Finlande
Point de contact: Virastotalo
Adresse électronique: info@mikseimikkeli.fi
Téléphone: +358 15361600
Adresse internet: <https://www.mikseimikkeli.fi/>

Rôles de cette organisation:

Acheteur
Organisation qui reçoit les demandes de participation/candidatures
Organisation qui traite les offres
Organisation qui fournit des précisions concernant l'introduction des recours

8.1. ORG-0003

Nom officiel: Hansel Oy (Hilma)
Numéro d'enregistrement: FI09880841
Adresse postale: Mannerheiminaukio 1a
Ville: Helsinki
Code postal: 00100
Subdivision pays (NUTS): Helsinki-Uusimaa (FI1B1)
Pays: Finlande
Point de contact: eSender
Adresse électronique: tekninen@hankintailmoitukset.fi
Téléphone: 029 55 636 30

Adresse internet: <http://hankintailmoitukset.fi>

Rôles de cette organisation:

TED eSender

Informations relatives à l'avis

Identifiant/version de l'avis: 3494d50e-faf9-448f-a82b-fe72f5f5c4bf - 01

Type de formulaire: Mise en concurrence

Type d'avis: Avis de marché ou de concession – régime ordinaire

Sous-type d'avis: 16

Date d'envoi de l'avis: 22/04/2026 11:58:21 (UTC+00:00) Heure de l'Europe occidentale, GMT

Date et heure de transmission de l'avis (eSender): 22/04/2026 11:58:22 (UTC+00:00) Heure de l'Europe occidentale, GMT

Langues dans lesquelles l'avis en question est officiellement disponible: finnois

Numéro de publication de l'avis: 276975-2026

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Date de publication: 23/04/2026