

582618-2026 - Mise en concurrence

Danemark – Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité – Nordic Countries Stand at The ITB Travel Trade Show

OJ S 162/2026 24/08/2026

Avis de marché ou de concession – régime ordinaire

Services

1. Acheteur

1.1. Acheteur

Nom officiel: VisitDenmark

Adresse électronique: mikkel.taanum@twobirds.com

Forme juridique de l'acheteur: Organisme de droit public

Activité du pouvoir adjudicateur: Loisirs, culture et culte

2. Procédure

2.1. Procédure

Titre: Nordic Countries Stand at The ITB Travel Trade Show

Description: VisitDenmark, VisitSweden, VisitNorway and VisitIceland constitute the national tourism organisation in each country (hereinafter together as "Visit"). Visit's mission is to market the Nordic countries as a destination to attract foreign holiday-makers and conference delegates, thereby increasing revenue in the tourism industry and generating turnover and employment in the Nordic society. Marketing is carried out in close collaboration with the tourism industry and other key private and public sector stakeholders. VisitDenmark, VisitSweden, VisitNorway and VisitIceland, is to enter into four individual contracts with one exhibition stand builder for the next two years' ITB trade fairs in Berlin, with the option to extend for a further year two times. The goal is to find a supplier capable of developing a new exhibition stand in collaboration with Visit. In addition to developing the exhibition stand, the Consultant must also be responsible for transport, assembly, dismantling, storage and adaptations to the stand, etc. during the course of the contract. The stand being developed must be reused at the two trade fairs following the first year of the contract. I.e. in 2027 and 2028 respectively, with the option of an extension to 2029 and 2030. The stand must therefore be capable of lasting for at least four years. Between trade fairs, there may be a need for modifications to the stand and the replacement of elements. The tender procedure is carried out as a public tender in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement). Based on these Tender Conditions, the Contract will be concluded with one (1) Supplier to provide the services covered thereby.

Identifiant de la procédure: cef28a52-49d9-45da-b486-de6b28a47be4

Identifiant interne: ed4d96b3-c7f7-42d8-9566-7a40bc60b270

Type de procédure: Ouverte

La procédure est accélérée: non

Principales caractéristiques de la procédure et informations sur l'endroit où obtenir les règles complètes applicables à la procédure: The tender procedure is carried out as a public tender

in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement).

2.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79000000 Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité

2.1.2. Lieu d'exécution

Pays: Allemagne

N'importe où dans le pays donné

2.1.3. Valeur

Valeur estimée hors TVA: 1 200 000,00 EUR

2.1.4. Informations générales

Informations complémentaires: As part of their tender, the tenderer must submit a completed ESPD. The ESPD has been published as part of the tender documentation and must be completed via Ethics. The tenderer must complete the ESPD with the information specified below: - Part II.A: The tenderer must provide their name, company registration number, postal address, contact person, whether the tenderer is a micro, small or medium-sized enterprise, and whether the tenderer is participating in the tender procedure together with others (as a consortium or similar). - Part II.C: The tenderer must state whether the tenderer relies on the economic and financial and/or technical and professional capacity of other entities. - Part III: The tenderer must state whether the tenderer is subject to the grounds for exclusion set out in Sections 134a–136 and Section 137(1)(1), (2), (3), (4) and (5) of the Public Procurement Act. If the tenderer is subject to the grounds for exclusion set out in Sections 134a–136 and Section 137(1)(1), (2), (3), (4) and (5), the tenderer will be excluded from participation in the tender procedure, unless the tenderer can provide sufficient documentation to demonstrate that it is nevertheless reliable, cf. Section 138 of the Public Procurement Act. - Part IV.B: The tenderer must describe its economic and financial capacity as well as its technical and professional capacity, cf. point 5.1.9 above. Pursuant to Section 144 of the Public Procurement Act, the tenderer may rely on the economic/financial and/or technical /professional capacity of other economic operators, regardless of the legal relationship between the operators. A tenderer relying on other economic operators must ensure that ESPDs containing the relevant information are submitted by each of the operators on whom the tenderer relies. This also applies if the tenderer constitutes a group of economic operators, e.g. a consortium; in such cases, each participant in the consortium/group must complete separate ESPDs with the information required in Sections II–V of the ESPD. The tenderer is encouraged to use Annexes A and B or equivalent as declarations of support/association. If the same legal entity is part of or otherwise participates in several tenders, the tenderer must ensure that the participation of the same legal entity does not give rise to the possibility of mutually influencing the content of the various tenders. Prior to the award decision, the Contracting Authority will request documentation for the information provided in the ESPD, cf. Sections 151–155 of the Public Procurement Act. The Contracting Authority reserves the right to request the documentation at an earlier stage in the tender process if the Contracting Authority deems it necessary to conduct the tender correctly. In accordance with Article 5k of Council Regulation (EU) 2022/576 of 8 April 2022 amending Regulation (EU) No 833/2014 concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine, the Contracting Authority is prohibited from awarding the Contract to: (a) Russian

nationals or natural or legal persons, entities or bodies established in Russia; (b) legal persons, entities or bodies in which an entity referred to in (a) directly or indirectly holds more than 50%; or (c) natural or legal persons, entities or bodies acting on behalf of or on the instructions of an entity referred to in (a) or (b), including, if they account for more than 10% of the contract value, subcontractors, suppliers or entities whose capacity is utilised, cf. the Public Procurement Directives. Together with the request for documentation of information in the ESPD, the Contracting Authority will require a declaration from the tenderer in which the tenderer declares that there is no Russian involvement in the contract exceeding the limits set out in Article 5k. The Contracting Authority may request further information or documentation regarding the winning tenderer's ownership structure. The Contracting Authority refers to the use of the template attached as Annex C when submitting the above-mentioned declaration. All communication with the Contracting Authority regarding the tender must be conducted via Ethics. Questions received before the deadline for questions on the tender documentation set out in the timetable will be answered. Questions received after the deadline for questions regarding the tender documentation will be answered to the extent possible no later than 6 days before the expiry of the application deadline. Interested companies are requested to keep themselves informed about the tender via Ethics. Should the tenderer encounter technical difficulties when using Ethics, the tenderer may contact Ethics Support by telephone on +45 70 22 70 07. If a technical issue is expected to affect multiple tenderers, information regarding this will be published via Ethics.

Base juridique:

Directive 2014/24/UE

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Document unique de marché européen (DUME)

5. Lot

5.1. Lot: LOT-0000

Titre: Nordic Countries Stand at The ITB Travel Trade Show

Description: VisitDenmark, VisitSweden, VisitNorway and VisitIceland constitute the national tourism organisation in each country (hereinafter together as "Visit"). Visit's mission is to market the Nordic countries as a destination to attract foreign holiday-makers and conference delegates, thereby increasing revenue in the tourism industry and generating turnover and employment in the Nordic society. Marketing is carried out in close collaboration with the tourism industry and other key private and public sector stakeholders. VisitDenmark, VisitSweden, VisitNorway and VisitIceland, is to enter into four individual contracts with one exhibition stand builder for the next two years' ITB trade fairs in Berlin, with the option to extend for a further year two times. The goal is to find a supplier capable of developing a new exhibition stand in collaboration with Visit. In addition to developing the exhibition stand, the Consultant must also be responsible for transport, assembly, dismantling, storage and adaptations to the stand, etc. during the course of the contract. The stand being developed must be reused at the two trade fairs following the first year of the contract. I.e. in 2027 and 2028 respectively, with the option of an extension to 2029 and 2030. The stand must therefore be capable of lasting for at least four years. Between trade fairs, there may be a need for modifications to the stand and the replacement of elements. The tender procedure is carried out as a public tender in accordance with Sections 56 and 57 of the Danish Public Procurement Act (Consolidated Act No. 116 of 3 February 2025, implementing Directive 2014

/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement). Based on these Tender Conditions, the Contract will be concluded with one (1) Supplier to provide the services covered thereby.
Identifiant interne: 5c14c7d4-ebf7-4ef8-9e96-721ba16d9248

5.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79000000 Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité

Options:

Description des options: The Contract will have a duration of two years and an option to extend for one year two times.

5.1.2. Lieu d'exécution

Pays: Allemagne

N'importe où dans le pays donné

5.1.3. Durée estimée

Durée: 2 Ans

5.1.4. Reconduction

Nombre maximum de reconductions: 2

Autres informations sur le renouvellement: The Contract will have a duration of two years and an option to extend for one year two times.

5.1.5. Valeur

Valeur estimée hors TVA: 1 200 000,00 EUR

5.1.6. Informations générales

Participation réservée:

La participation n'est pas réservée.

Les noms et les qualifications professionnelles du personnel chargé de l'exécution du marché doivent être mentionnés: Non requises

Projet de passation de marché non financé par des fonds de l'UE

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

Informations complémentaires: As part of their tender, the tenderer must submit a completed ESPD. The ESPD has been published as part of the tender documentation and must be completed via Ethics. The tenderer must complete the ESPD with the information specified below: - Part II.A: The tenderer must provide their name, company registration number, postal address, contact person, whether the tenderer is a micro, small or medium-sized enterprise, and whether the tenderer is participating in the tender procedure together with others (as a consortium or similar). - Part II.C: The tenderer must state whether the tenderer relies on the economic and financial and/or technical and professional capacity of other entities. - Part III: The tenderer must state whether the tenderer is subject to the grounds for exclusion set out in Sections 134a–136 and Section 137(1)(1), (2), (3), (4) and (5) of the Public Procurement Act. If the tenderer is subject to the grounds for exclusion set out in Sections 134a–136 and Section 137(1)(1), (2), (3), (4) and (5), the tenderer will be excluded from participation in the tender procedure, unless the tenderer can provide sufficient documentation to demonstrate that it is nevertheless reliable, cf. Section 138 of the Public Procurement Act. - Part IV.B: The tenderer must describe its economic and financial capacity as well as its technical and professional capacity, cf. point 5.1.9 above. Pursuant to Section 144 of the Public Procurement Act, the tenderer may rely on the economic/financial and/or technical

/professional capacity of other economic operators, regardless of the legal relationship between the operators. A tenderer relying on other economic operators must ensure that ESPDs containing the relevant information are submitted by each of the operators on whom the tenderer relies. This also applies if the tenderer constitutes a group of economic operators, e.g. a consortium; in such cases, each participant in the consortium/group must complete separate ESPDs with the information required in Sections II–V of the ESPD. The tenderer is encouraged to use Annexes A and B or equivalent as declarations of support/association. If the same legal entity is part of or otherwise participates in several tenders, the tenderer must ensure that the participation of the same legal entity does not give rise to the possibility of mutually influencing the content of the various tenders. Prior to the award decision, the Contracting Authority will request documentation for the information provided in the ESPD, cf. Sections 151–155 of the Public Procurement Act. The Contracting Authority reserves the right to request the documentation at an earlier stage in the tender process if the Contracting Authority deems it necessary to conduct the tender correctly. In accordance with Article 5k of Council Regulation (EU) 2022/576 of 8 April 2022 amending Regulation (EU) No 833/2014 concerning restrictive measures in view of Russia's actions destabilising the situation in Ukraine, the Contracting Authority is prohibited from awarding the Contract to: (a) Russian nationals or natural or legal persons, entities or bodies established in Russia; (b) legal persons, entities or bodies in which an entity referred to in (a) directly or indirectly holds more than 50%; or (c) natural or legal persons, entities or bodies acting on behalf of or on the instructions of an entity referred to in (a) or (b), including, if they account for more than 10% of the contract value, subcontractors, suppliers or entities whose capacity is utilised, cf. the Public Procurement Directives. Together with the request for documentation of information in the ESPD, the Contracting Authority will require a declaration from the tenderer in which the tenderer declares that there is no Russian involvement in the contract exceeding the limits set out in Article 5k. The Contracting Authority may request further information or documentation regarding the winning tenderer's ownership structure. The Contracting Authority refers to the use of the template attached as Annex C when submitting the above-mentioned declaration. All communication with the Contracting Authority regarding the tender must be conducted via Ethics. Questions received before the deadline for questions on the tender documentation set out in the timetable will be answered. Questions received after the deadline for questions regarding the tender documentation will be answered to the extent possible no later than 6 days before the expiry of the application deadline. Interested companies are requested to keep themselves informed about the tender via Ethics. Should the tenderer encounter technical difficulties when using Ethics, the tenderer may contact Ethics Support by telephone on +45 70 22 70 07. If a technical issue is expected to affect multiple tenderers, information regarding this will be published via Ethics.

5.1.9. Critères de sélection

Sources des critères de sélection: Document unique de marché européen (DUME), Avis, Document de marché

Critère: Chiffre d'affaires annuel général

Description du critère de sélection: The Tenderer must state its gross profit for each of the last three completed and audited financial years in Part B of the ESPD. It is a minimum requirement that the Tenderer has had an annual turnover of at least EUR 150,000 in the last 3 available financial years.

Critère: Ratio financier

Description du critère de sélection: The Tenderer must state its solvency ratio for each of the last three completed and audited financial years in Part B of the ESPD. It is a minimum

requirement that the Tenderer has had a solvency ratio of at least 15% in the last 3 available financial years.

Critère: Ratio financier

Description du critère de sélection: The Tenderer must state its equity for each of the last three completed and audited financial years in Part B of the ESPD. It is a minimum requirement that the Tenderer has had positive equity in the last 3 available financial years.

Critère: Références sur des services spécifiés

Description du critère de sélection: The Tenderer must submit at least one reference. It is a minimum requirement that the Tenderer has at least one (1) reference relating to works of a comparable nature to the procurement being tendered. Works of a comparable nature will include, amongst other things • Exhibition concepts developed for parts of the tourism industry • Exhibition concepts developed with a focus on Nordic aesthetics/taste

5.1.10. Critères d'attribution

Critère:

Type: Prix

Nom: Price

Description: The sub-criterion "Price" is evaluated on the basis of the Tenderer's response to Sub-Appendix 2.A. On this basis, a total "Technical Evaluation Score" is calculated, which will form the basis for the evaluation.

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

Nombre critère d'attribution: 30

Critère:

Type: Qualité

Nom: Exhibition Stand Concept

Description: Evaluation of the sub-criterion "Exhibition Stand Concept" is based on the Tenderer's response to Appendix 1 and Sub-Appendix 1.A. The elements included in the evaluation of the Tenderers' responses are set out in the instructions for Appendix 1.

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

Nombre critère d'attribution: 40

Critère:

Type: Qualité

Nom: Environment

Description: Evaluation of the sub-criterion "Environment" is based on the Tenderer's response to Appendix 1 and Sub-Appendix 1.A. The elements included in the evaluation of the Tenderers' responses are set out in the instructions for Appendix 1.

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

Nombre critère d'attribution: 30

5.1.11. Documents de marché

Date limite de demande d'informations complémentaires: 14/09/2026 21:55:00 (UTC+00:00)

Heure de l'Europe occidentale, GMT

Adresse des documents de marché: <https://www.ethics.dk/ethics/eo#/0f3618b7-3026-4163-88e0-f4eac3e27bcc/publicMaterial>

5.1.12. Conditions du marché public

Conditions de soumission:

Soumission par voie électronique: Requête

Adresse de soumission: <https://www.ethics.dk/ethics/eo#/0f3618b7-3026-4163-88e0-f4eac3e27bcc/homepage>

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

Catalogue électronique: Non autorisée

Variantes: Non autorisée

Les soumissionnaires peuvent présenter plusieurs offres: Non autorisée

Date limite de réception des offres: 21/09/2026 08:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Durée de validité des offres: 90 Jours

Informations qui peuvent être complétées après la date limite de réception des offres:

Aucun document ne peut être présenté ultérieurement.

Informations relatives à l'ouverture publique:

Date d'ouverture: 22/09/2026 06:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Informations complémentaires: No public opening of tenders will take place

Conditions du marché:

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

Conditions relatives à l'exécution du contrat: Please refer to the remaining tender documents and the Contract.

Un accord de confidentialité est requis: non

Facturation électronique: Requise

La commande en ligne sera utilisée: non

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 recours: Klagenævnet for Udbud

Description des délais d'introduction des procédures de recours: Under the Act on the Complaints Board for Public Procurement etc. (the Act is available at www.retsinformation.dk), the following time limits apply to the lodging of complaints, cf. section 7(2) of the Act: 1) 45 calendar days after the contracting authority has published a notice in the Official Journal of the European Union stating that the contracting authority has concluded a contract. The time limit is calculated from the day following the date on which the notice was published. 2) 20 calendar days from the day following the contracting authority's notification of its decision, cf. section 185(2) of the Public Procurement Act. No later than at the same time as a complaint is lodged with the Complaints Board for Public Procurement, the complainant must notify the contracting authority in writing that a complaint is being lodged with the Complaints Board for Public Procurement, and whether the complaint has been lodged during the standstill period, cf. section 6(4) of the Act. In cases where the complaint has not been lodged during the standstill period, the complainant must also state whether suspensive effect of the complaint is sought, cf. section 12(1) of the Act. The Complaints Board for Public Procurement's email address is klfu@naevneneshus.dk. The Complaints Board for Public Procurement's guidance on complaints can be found at <https://naevneneshus.dk/naevnsoversigt/klagenaevnet-for-udbud/vejledning/>

Organisation qui fournit des informations sur le cadre réglementaire général qui, en matière de protection de l'environnement, est applicable au lieu d'exécution: Konkurrence- og Forbrugerstyrelsen
Organisation qui fournit des informations complémentaires sur la procédure de passation de marché: VisitDenmark
Organisation qui fournit un accès hors ligne aux documents de marché: VisitDenmark
Organisation qui fournit des précisions concernant l'introduction des recours: Konkurrence- og Forbrugerstyrelsen
Organisation qui reçoit les demandes de participation/candidatures: VisitDenmark
Organisation qui traite les offres: VisitDenmark

8. Organisations

8.1. ORG-0001

Nom officiel: VisitDenmark
Numéro d'enregistrement: 33055331
Adresse postale: Islands Brygge 43, 3.
Ville: København S
Code postal: 2300
Subdivision pays (NUTS): Byen København (DK011)
Pays: Danemark
Point de contact: Mikkel Taanum
Adresse électronique: mikkel.taanum@twobirds.com
Téléphone: 20133820

Rôles de cette organisation:

Acheteur
Organisation qui fournit des informations complémentaires sur la procédure de passation de marché
Organisation qui fournit un accès hors ligne aux documents de marché
Organisation qui reçoit les demandes de participation/candidatures
Organisation qui traite les offres

8.1. ORG-0002

Nom officiel: Klagenævnet for Udbud
Numéro d'enregistrement: 37795526
Adresse postale: Toldboden 2
Ville: Viborg
Code postal: 8800
Subdivision pays (NUTS): Vestjylland (DK041)
Pays: Danemark
Point de contact: Klagenævnet for Udbud
Adresse électronique: klfu@naevneneshus.dk
Téléphone: +45 72405600
Adresse internet: <https://naevneneshus.dk/start-din-klage/klagenaevnet-for-udbud/>

Rôles de cette organisation:

Organisation chargée des procédures de recours

8.1. ORG-0003

Nom officiel: Konkurrence- og Forbrugerstyrelsen
Numéro d'enregistrement: 10294819

Adresse postale: Carl Jacobsens Vej 35
Ville: Valby
Code postal: 2500
Subdivision pays (NUTS): Byen København (DK011)
Pays: Danemark
Point de contact: Konkurrence- og Forbrugerstyrelsen
Adresse électronique: kfst@kfst.dk
Téléphone: +45 41715000
Adresse internet: <https://www.kfst.dk>

Rôles de cette organisation:

Organisation qui fournit des précisions concernant l'introduction des recours
Organisation qui fournit des informations sur le cadre réglementaire général qui, en matière de protection de l'environnement, est applicable au lieu d'exécution

8.1. ORG-0004

Nom officiel: Merzell Holding ASA
Numéro d'enregistrement: 980921565
Adresse postale: Askekroken 11
Ville: Oslo
Code postal: 0277
Subdivision pays (NUTS): Oslo (NO081)
Pays: Norvège
Point de contact: eSender
Adresse électronique: publication@merzell.com
Téléphone: +47 21018800
Télécopieur: +47 21018801
Adresse internet: <http://merzell.com/>

Rôles de cette organisation:

TED eSender

Informations relatives à l'avis

Identifiant/version de l'avis: 0255c382-4400-4378-abe3-c4ea2b3de900 - 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: 21/08/2026 12:34:42 (UTC+00:00) Heure de l'Europe occidentale, GMT
Date et heure de transmission de l'avis (eSender): 21/08/2026 12:36:46 (UTC+00:00) Heure de l'Europe occidentale, GMT
Langues dans lesquelles l'avis en question est officiellement disponible: anglais
Numéro de publication de l'avis: 582618-2026
Numéro de publication au JO S: 162/2026
Date de publication: 24/08/2026