

647333-2026 - Mise en concurrence

Allemagne – Services aux entreprises: droit, marketing, conseil, recrutement, impression et sécurité – 10021316-Lot 1: Strengthening MSME Competitiveness, Market Access and Business Environment Reform in Benin

OJ S 182/2026 21/09/2026

**Avis de marché ou de concession – régime ordinaire
Services**

1. Acheteur

1.1. Acheteur

Nom officiel: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Adresse électronique: gailute.judickaite@giz.de

Forme juridique de l'acheteur: Entreprise publique, contrôlée par une autorité publique centrale

Activité du pouvoir adjudicateur: Services d'administration générale

2. Procédure

2.1. Procédure

Titre: 10021316-Lot 1: Strengthening MSME Competitiveness, Market Access and Business Environment Reform in Benin

Description: Benin's economy has experienced strong growth in recent years, with GDP growth estimated at around 6-7% annually. Nevertheless, this growth has not translated sufficiently into sustainable employment and income opportunities for the majority of the population. Micro, small and medium-sized enterprises (MSMEs), which represent more than 95% of registered businesses in Benin, continue to face major structural constraints limiting their competitiveness, productivity and job creation potential. These constraints include limited access to finance and markets, low levels of innovation and digitalisation, weak managerial and technical capacities, insufficient quality infrastructure, and a mismatch between labour market needs and available skills. The project "Employment-oriented promotion of the competitiveness of micro, small and medium-sized enterprises" (ProPME 2) aims to improve the competitiveness of MSMEs in selected sectors and regions in Benin with a strong employment impact. The project focuses particularly on enterprises operating in the agri-food sector, renewable energies, crafts and services, as well as on strengthening entrepreneurial ecosystems and labour market intermediation structures. Particular attention is given to women-led enterprises and young entrepreneurs. The project contributes to Benin's National Development Plan 2018-2025, the national SME promotion strategy and the national employment promotion strategy. It is implemented as part of the wider programme "Improvement of income and employment situation in Benin", jointly supported by German Development Cooperation through GIZ and KfW. In addition, the project supports the implementation of the Alliance for Product Quality in Africa (AfPQ), a multi-actor initiative implemented by GIZ and PTB to improve product quality and market access under the African Continental Free Trade Area (AfCFTA). The module is structured around three main outputs: - Output 1 aims to strengthen the entrepreneurial, technical and market integration capacities of MSMEs through tailored training, coaching and quality management support. - Output 2 aims to improve the business environment and strengthen support institutions involved in MSME

development, quality infrastructure and public-private dialogue. - Output 3 aims to improve labour market intermediation and the alignment between vocational training and the skills needs of MSMEs.

Identifiant de la procédure: bca672f1-1664-4b94-b607-3572f113754b

Identifiant interne: 10021316

Type de procédure: Restreinte

La procédure est accélérée: non

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: Bénin

N'importe où dans le pays donné

2.1.4. Informations générales

Informations complémentaires: #Bekanntmachungs-ID: CXTRYY6DYR0YSMQ9# All communication takes place in English via communication tool in the project area of the procurement portal.

Base juridique:

Directive 2014/24/UE

vgv -

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Avis, Document de marché

Manquement à des obligations liées à des motifs d'exclusion purement nationaux: In accordance with §§ 123,124 GWB, § 22 LkSG

5. Lot

5.1. Lot: LOT-0001

Titre: 10021316-Lot 1: Strengthening MSME Competitiveness, Market Access and Business Environment Reform in Benin

Description: Benin's economy has experienced sustained economic growth in recent years, with GDP growth estimated at approximately 6.4% in 2023 and 7.5% in 2024. Despite this positive trend, micro, small and medium-sized enterprises (MSMEs), which represent more than 95% of registered enterprises in Benin, continue to face major structural constraints limiting their competitiveness and job creation potential. These constraints include limited managerial and technical capacities, weak market integration, insufficient access to finance and qualified labour, low levels of digitalisation, and limited access to quality infrastructure and certification services. The Government of Benin has identified private sector development, employment promotion and economic transformation as key priorities through the National Development Plan 2018-2025, the national SME promotion strategy and the national employment promotion strategy. In parallel, the implementation of the African Continental Free Trade Area (AfCFTA) creates new opportunities for regional and international trade, while increasing the need for enterprises to comply with quality and certification requirements. In this context, the project "Employment-oriented promotion of the competitiveness of micro, small and medium-sized enterprises" (ProPME 2), implemented by GIZ, aims to strengthen the competitiveness of MSMEs with employment impact. The project focuses particularly on

MSMEs operating in sectors with high employment potential, including agri-food processing, renewable energies, crafts and services. Special attention is given to women-led enterprises, young entrepreneurs and enterprises located in northern regions of Benin. The overall objective of the module is: "The competitiveness of micro, small and medium-sized enterprises in selected regions and sectors in Benin has been improved with employment impact." In addition, the project contributes to the implementation of the Alliance for Product Quality in Africa (AfPQ), jointly implemented by GIZ and PTB, which supports African enterprises in improving product quality and compliance with regional and international market requirements under the AfCFTA framework. The project is structured around three main outputs: - Output 1: Strengthening the entrepreneurial, technical and market integration capacities of MSMEs. - Output 2: Strengthening the institutional environment for MSME promotion, including quality infrastructure and public-private dialogue. - Output 3: Improving labour market intermediation and the alignment between vocational training and MSME needs. The mission of the contractor is to contribute in an integrated manner to strengthening the competitiveness of MSMEs in Benin. The contractor contributes in particular to the achievement of: - Output Indicator 1.1: Improvement of entrepreneurial and technical capacities of MSMEs in selected sectors and value chains. o Contractor target: support to 150 MSMEs, including women-led, youth-led and northern-based enterprises, in product quality management and market access. - Output Indicator 2.1: Measures implemented to improve the business environment for MSMEs, including quality infrastructure. o Contractor target: contribution to one measure related to quality infrastructure and SME support systems. The contractor will implement three complementary work packages: Work package 1: Product quality and market access The contractor will support 150 MSMEs through training and coaching on quality management, food safety, traceability, hygiene practices and agroecological standards. In addition, 15 SMEs will receive tailored support to obtain regional or international certifications and approvals, including ECOWAS/UEMOA accreditations and private certifications such as Global G.A.P., Fairtrade or EU Organic. Work package 2: Quality infrastructure and compliance The contractor will support 50 MSMEs in obtaining Marketing Authorisations (MA) or Beninese Standards (NB) certification, in close cooperation with national quality infrastructure institutions such as ABSSA and ANM. Activities include diagnostics, training, coaching, audit preparation and support for compliance measures. Work package 3: Institutionalisation of the SME Loop The contractor will support national MSME support institutions, particularly ADPME and CCI Benin/IRAE, in institutionalising the SME Loop entrepreneurial support methodology. This includes the development of national quality standards, certification frameworks, monitoring and evaluation tools, and capacity development measures for national stakeholders. All activities will be implemented in close collaboration with GIZ and relevant public and private partners to ensure sustainability, institutional ownership and improved competitiveness of MSMEs in Benin.

Identifiant interne: 10021316

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: GIZ may optionally commission contract amendments and/or increases based on the criteria in the tender documents to the successful bidder of this tender. For details, please see the terms of reference.

5.1.2. Lieu d'exécution

Pays: Bénin
N'importe où dans le pays donné

5.1.3. Durée estimée

Durée: 24 Mois

5.1.4. Reconduction

Nombre maximum de reconductions: 2

Autres informations sur le renouvellement: GIZ may optionally commission contract amendments and/or increases based on the criteria in the tender documents to the successful bidder of this tender. For details, please see the terms of reference.

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

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

Informations complémentaires: #Besonders auch geeignet für:selbst#, #Besonders auch geeignet für:other-sme#

5.1.7. Marché public stratégique

Objectif du marché public stratégique: Réduction des incidences sur l'environnement

Description: Please see the tender documents

Objectif du marché public stratégique: Réalisation d'objectifs sociaux

Description: Please see the tender documents.

Méthode utilisée pour réduire l'incidence environnementale: La protection et la restauration de la biodiversité et des écosystèmes, La transition vers une économie circulaire, L'adaptation au changement climatique, L'atténuation du changement climatique, La prévention et la réduction de la pollution

Objectif social promu: Égalité des ethnies, Égalité hommes-femmes, Devoir de diligence en matière de droits de l'homme dans les chaînes d'approvisionnement mondiales, Possibilités d'emploi des chômeurs de longue durée, des personnes défavorisées et/ou des personnes handicapées, Conditions de travail équitables, Autre

5.1.9. Critères de sélection

Sources des critères de sélection: Avis, Document de marché

Critère: Autres exigences économiques ou financières

Description du critère de sélection: EN-A1: Principles for the execution of orders (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): The eligibility criteria are not from the same category as stipulated above, as there is no suitable category. 1. Self-declaration: name of company and address, tax ID, registration and commercial register number or equivalent register in accordance with the legal provisions of the country of origin. 2. No grounds for exclusion pursuant to § 123, § 124 GWB, § 22 LkSG, EU-Russia sanctions 3. Declaration of bidding consortium and/or declaration of subcontractors (if applicable)

Critère: Autres exigences économiques ou financières

Description du critère de sélection: EN-A2: Conditions for the reduction of candidates (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): If we receive more than 5 requests to participate, we will make a selection on the basis of the criteria laid out in the procurement documents and

invite tenders only from the 5 candidates with the highest scores. We reserve the right to cancel the procurement procedure if we receive fewer than 3 requests to participate. If it is not possible to make a clear selection of up to 5 candidates for the phase of submitting the tenders on the basis of the criteria listed in the procurement documents (e.g. if a number of candidates achieve the same overall eligibility score), we reserve the right to increase the maximum number of 5. Weighted criteria for the selection of candidates: 1. Technical experience (50%): 1. Two reference projects in supporting MSMEs in product quality improvement or quality management capacity development (15%) 2. Two reference projects in supporting MSMEs through regulatory compliance, product certification, private certification or market access processes (20%) 3. Two reference projects in leading the implementation of a full SME Business Training and Coaching Loop (15%) 2. Regional experience (30%): Regional experience in Francophone Western Africa 3. Experience of development projects (at least 50% ODA-financed) (20%)

Critère: Références sur des services spécifiés

Description du critère de sélection: EN-B1: Technical and professional ability (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): 1. The technical assessment is only based on reference projects with a minimum commission value of 300.000 EUR (net). 2. At least 3 reference projects in the technical field MSME promotion and at least 2 reference projects in Western Africa in the above-mentioned technical field in the last 36 months (deadline: date of publication of invitation to tender).

Critère: Chiffre d'affaires annuel moyen

Description du critère de sélection: EN-C1: Economic and financial standing (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Average annual turnover for the last three years (last-but-four financial year can be included in case of tenders held within 6 months of end of last financial year), at least: 1.000.000 EUR (net).

Critère: Autres exigences économiques ou financières

Description du critère de sélection: EN-C2: Economic and financial standing (Mit dem Teilnahmeantrag; Mittels Eigenerklärung): Average number of employees and managers in the last three calendar years, at least 10 persons.

Informations sur la seconde étape d'une procédure en deux étapes:

Nombre minimal de candidats à inviter pour la seconde étape de la procédure: 5

5.1.11. Documents de marché

Langues dans lesquelles les documents de marché sont officiellement disponibles: anglais
Date limite de demande d'informations complémentaires: 08/10/2026 23:59:59 (UTC+02:00)
Heure de l'Europe orientale, heure d'été de l'Europe centrale
Adresse des documents de marché: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6DYR0YSMQ9/documents>

Canal de communication ad hoc:

URL: <https://ausschreibungen.giz.de/Satellite/notice/CXTRYY6DYR0YSMQ9>

5.1.12. Conditions du marché public

Conditions de la procédure:

Date d'envoi estimée des invitations à soumissionner: 06/11/2026

Conditions de soumission:

Soumission par voie électronique: Requisite

Adresse de soumission: <https://ausschreibungen.giz.de/Satellite/notice/CXTRY6DYR0YSMQ9>

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 demandes de participation/candidatures: 20/10/2026 12:00:00 (UTC+02:00) Heure de l'Europe orientale, heure d'été de l'Europe centrale

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

À la discrétion de l'acheteur, certains documents manquants relatifs au soumissionnaire peuvent être transmis ultérieurement.

Informations complémentaires: GIZ asks the applicant or bidder to submit, complete or correct documents, within the framework laid down by law.

Conditions du marché:

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

Conditions relatives à l'exécution du contrat: The execution conditions result from the information given in the contract notice and the tender documents.

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 recours: Vergabekammern des Bundes

Description des délais d'introduction des procédures de recours: According to Article 160, Section 3 of the German Act Against Restraint of Competition (GWB), application for review is not permissible insofar as 1. the applicant has identified the claimed infringement of the procurement rules before submitting the application for review and has not submitted a complaint to the contracting authority within a period of 10 calendar days; the expiry of the period pursuant to Article 134, Section 2 remains unaffected, 2. complaints of infringements of procurement rules that are evident in the tender notice are not submitted to the contracting authority at the latest by the expiry of the deadline for the application or by the deadline for the submission of bids, specified in the tender notice. 3. complaints of infringements of procurement rules that first become evident in the tender documents are not submitted to the contracting authority at the latest by the expiry of the deadline for application or by the deadline for the submission of bids, 4. more than 15 calendar days have expired since receipt of notification from the contracting authority that it is unwilling to redress the complaint. Sentence 1 does not apply in the case of an application to determine the invalidity of the contract in accordance with Article 135, Section 1 (2). Article 134, Section 1, Sentence 2 remains unaffected.

Organisation qui fournit des informations complémentaires sur la procédure de passation de marché: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Organisation qui reçoit les demandes de participation/candidatures: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

8. Organisations

8.1. ORG-0001

Nom officiel: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Numéro d'enregistrement: 993-80072-52

Adresse postale: Dag-Hammarskjöld-Weg 1 - 5

Ville: Eschborn

Code postal: 65760

Subdivision pays (NUTS): Main-Taunus-Kreis (DE71A)

Pays: Allemagne

Adresse électronique: gailute.judickaite@giz.de

Téléphone: +49 6196796866

Adresse internet: <https://www.giz.de>

Rôles de cette organisation:

Acheteur

Organisation qui fournit des informations complémentaires sur la procédure de passation de marché

Organisation qui reçoit les demandes de participation/candidatures

8.1. ORG-0002

Nom officiel: Vergabekammern des Bundes

Numéro d'enregistrement: 022894990

Adresse postale: Kaiser-Friedrich-Straße 16

Ville: Bonn

Code postal: 53113

Subdivision pays (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Pays: Allemagne

Adresse électronique: vk@bundeskartellamt.bund.de

Téléphone: +49 2289499-0

Adresse internet: <https://www.bundeskartellamt.de>

Rôles de cette organisation:

Organisation chargée des procédures de recours

8.1. ORG-0003

Nom officiel: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Numéro d'enregistrement: 0204:994-DOEVD-83

Ville: Bonn

Code postal: 53119

Subdivision pays (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Pays: Allemagne

Adresse électronique: noreply.esender_hub@bescha.bund.de

Téléphone: +49228996100

Rôles de cette organisation:

TED eSender

Informations relatives à l'avis

Identifiant/version de l'avis: c1a11616-e6e1-4cf7-8c01-f2ce4dc4f7d1 - 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: 18/09/2026 00:00:00 (UTC+02:00) Heure de l'Europe orientale, heure d'été de l'Europe centrale

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

Numéro de publication de l'avis: 647333-2026

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