

434929-2026 - Nadmetanje

Vijetnam – Usluge oglašavanja i plasmana – EU Strategic Communication in Viet Nam

OJ S 120/2026 25/06/2026

Obavijest o nadmetanju ili koncesiji – standardni režim

Usluge

1. Kupac

1.1. Kupac

Službeno ime: European Commission, INTPA - International Partnerships

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

Pravni oblik kupca: Institucija, tijelo ili agencija EU-a

Djelatnost javnog naručitelja: Opće javne usluge

2. Postupak

2.1. Postupak

Naslov: EU Strategic Communication in Viet Nam

Opis: 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.

Identifikacijska oznaka postupka: affd0e93-6b83-4bc0-a99d-12fe77cc04dd

Interna identifikacijska oznaka: EC-INTPA/HAN/2026/EA-RP/0080

Vrsta postupka: Ograničen

Postupak je ubrzan: ne

2.1.1. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79340000 Usluge oglašavanja i plasmana

2.1.2. Mjesto izvršenja

Zemlja: Vijetnam

Bilo gdje u određenoj zemlji

Dodatne informacije: Please consult the procurement documents.

2.1.3. Vrijednost

Procijenjena vrijednost bez PDV-a: 3 000 000,00 EUR

2.1.4. Opće informacije

Dodatne informacije: 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.

Pravna osnova:

Uredba (EU, 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. Razlozi za isključenje

Izvori razloga za isključenje: Dokumentacija o nabavi

5. Grupa

5.1. Grupa: LOT-0001

Naslov: EU Strategic Communication in Viet Nam

Opis: 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.

Interna identifikacijska oznaka: EC-INTPA/HAN/2026/EA-RP/0080

5.1.1. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79340000 Usluge oglašavanja i plasmana

Dodatna klasifikacija (cpv): 73220000 Usluge savjetovanja na području razvoja, 79341000 Usluge oglašavanja, 79342000 Usluge plasmana, 79953000 Usluge organiziranja festivala, 79956000 Usluge organiziranja izložbi i sajмова

Opcije:

Opis opcija: 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. Mjesto izvršenja

Bilo gdje

Dodatne informacije: The contract will be performed in Viet Nam

5.1.3. Očekivano trajanje

Trajanje: 36 Mjeseci

5.1.5. Vrijednost

Procijenjena vrijednost bez PDV-a: 3 000 000,00 EUR

5.1.6. Opće informacije

Rezervirano sudjelovanje:

Sudjelovanje nije rezervirano.

Projekt javne nabave u cijelosti se ili djelomično financira sredstvima EU-a

Podaci o fondovima Europske unije:

Program financijskih sredstava EU-a: Instrument za susjedstvo, razvoj i međunarodnu suradnju (NDICI) (2021/2027)

Javna nabava obuhvaćena je Sporazumom o javnoj nabavi (GPA): ne

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

5.1.9. Kriteriji za odabir

Izvori kriterija odabira: Dokumentacija o nabavi

Informacije o drugoj fazi postupka u dvije faze:

Minimalan broj natjecatelja koji će biti pozvani u drugu fazu postupka: 4

Maksimalan broj natjecatelja koji će biti pozvani u drugu fazu postupka: 8

5.1.10. Kriteriji za dodjelu

Kriterij:

Vrsta: Kvaliteta

Opis: Please consult the procurement documents.

Kategorija kriterija za dodjelu težine: Ponder (postotak, točan)

Broj kriterija za dodjelu: 80

Kriterij:

Vrsta: Cijena

Opis: Please consult the procurement documents.

Kategorija kriterija za dodjelu težine: Ponder (postotak, točan)

Broj kriterija za dodjelu: 20

5.1.11. Dokumentacija o nabavi

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

Ad hoc komunikacijski kanal:

Naziv: Funding and Tenders Portal

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

5.1.12. Uvjeti nabave**Uvjeti podnošenja:**

Elektroničko podnošenje: Obvezno

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

Jezici na kojima se mogu podnijeti ponude ili zahtjevi za sudjelovanje: engleski

Elektronički katalog: Nije dopušteno

Rok za primitak zahtjeva za sudjelovanje: 28/07/2026 16:00:59 (UTC+07:00) Bangkok, Hanoi, Jakarta

Uvjeti ugovora:

Ugovor se mora izvršiti u okviru programa zaštićenih radnih mjesta: Ne

Elektroničko izdavanje računa: Dopušteno

Naručivanje će biti elektroničko: da

Plaćanje će biti elektroničko: da

5.1.15. Tehnike**Okvirni sporazum:**

Nema okvirnog sporazuma

Informacije o dinamičkom sustavu nabave:

Nema dinamičkog sustava nabave

5.1.16. Dodatne informacije, posredovanje i pravna zaštita (preispitivanje)

Organizacija za preispitivanje (pravnu zaštitu): Court of Justice of the European Union

Organizacija koja pruža više informacija o postupcima preispitivanja (pravne zaštite):

European Commission, INTPA - International Partnerships

8. Organizacije

8.1. ORG-0001

Službeno ime: European Commission, INTPA - International Partnerships

Registracijski broj: COM

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

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

Grad: Hanoi

Poštanski broj: N/A

Zemlja: Vijetnam

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

Tel.: +32 2 299 11 11

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

Uloge ove organizacije:

Kupac

Organizacija koja pruža više informacija o postupcima preispitivanja (pravne zaštite)

8.1. ORG-0002

Službeno ime: Court of Justice of the European Union

Registracijski broj: CURIA
Poštanska adresa: Rue du Fort Niedergrünwald
Grad: Luxembourg
Poštanski broj: L-2925
Zemlja – podregija (NUTS): Luxembourg (LU000)
Zemlja: Luksemburg
E-pošta: GC.Registry@curia.europa.eu
Tel.: +352 4303-1
Internet: <http://curia.europa.eu>

Uloge ove organizacije:

Organizacija za preispitivanje (pravnu zaštitu)

8.1. ORG-0003

Službeno ime: European Commission
Registracijski broj: EUCOM
Poštanska adresa: Mondrian (CDMA), Rue du Champ de Mars 21
Grad: Brussels
Poštanski broj: B-1050
Zemlja – podregija (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Zemlja: Belgija
E-pošta: DELEGATION-VIETNAM-CALL-FOR-TENDERS@eeas.europa.eu
Tel.: +32 2 299 11 11
Internet: <https://commission.europa.eu/>
Uloge ove organizacije:
TED eSender

Informacije o obavijesti

Identifikacijska oznaka / verzija obavijesti: cb2fafd4-8e3e-4a1a-9931-ebedbe3ae24b - 01
Vrsta obrasca: Nadmetanje
Vrsta obavijesti: Obavijest o nadmetanju ili koncesiji – standardni režim
Podvrsta obavijesti: 16
Datum slanja obavijesti: 23/06/2026 05:07:53 (UTC+02:00) istočnoeuropsko vrijeme, srednjoeuropsko ljetno vrijeme
Jezici na kojima je ova obavijest službeno dostupna: engleski
Broj objave obavijesti: 434929-2026
Broj izdanja SL S-a: 120/2026
Datum objave: 25/06/2026