

434929-2026 - Kompetizzjoni

II-Vjetnam – Servizzi tar-reklamar u I-marketing – EU Strategic Communication in Viet Nam

OJ S 120/2026 25/06/2026

Avviż tal-kuntratt jew tal-konċessjoni – reġim standard

Servizzi

1. Xerrej

1.1. Xerrej

Isem uffiċjali: European Commission, INTPA - International Partnerships

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

Tip legali tax-xerrej: Istituzzjoni, korp jew aġenzija tal-UE

Attività tal-awtorità kontraenti: Servizzi publiċi ġenerali

2. Proċedura

2.1. Proċedura

Titlu: EU Strategic Communication in Viet Nam

Deskrizzjoni: 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.

Identifikatur tal-proċedura: affd0e93-6b83-4bc0-a99d-12fe77cc04dd

Identifikatur intern: EC-INTPA/HAN/2026/EA-RP/0080

Tip ta' proċedura: Ristretta

Il-proċedura hija aċċellerata: Ie

2.1.1. Għan

Natura tal-kuntratt: Servizzi

Klassifikazzjoni prinċipali (cpv): 79340000 Servizzi tar-reklamar u I-marketing

2.1.2. Post tal-prestazzjoni

Pajjiż: II-Vjetnam

Ikun fejn ikun fil-pajjiż ikkonċernat

Informazzjoni addizzjonali: Please consult the procurement documents.

2.1.3. Valur

Valur stmat mingħajr VAT: 3 000 000,00 EUR

2.1.4. Informazzjoni ġenerali

Informazzjoni addizzjonali: 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.

Baži legali:

Regolament (UE, 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. Raġunijiet għall-eskluzjoni

Sors tal-motivi għall-eżklussjoni: Dokument tal-Akkwist

5. Lott

5.1. Lott: LOT-0001

Titlu: EU Strategic Communication in Viet Nam

Deskrizzjoni: 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.

Identifikatur intern: EC-INTPA/HAN/2026/EA-RP/0080

5.1.1. Għan

Natura tal-kuntratt: Servizzi

Klassifikazzjoni prinċipali (cpv): 79340000 Servizzi tar-reklamar u l-marketing

Klassifikazzjoni addizzjonali (cpv): 73220000 Servizzi ta' konsulenza dwar l-iżvilupp, 79341000 Servizzi tar-reklamar, 79342000 Servizzi ta' marketing, 79953000 Servizzi ta' organizzazzjoni ta' festivals, 79956000 Servizzi ta' organizzazzjoni ta' fieri u wirjiet

Għażliet:

Deskrizzjoni tal-għażliet: 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. Post tal-prestazzjoni

Ikun fejn ikun

Informazzjoni addizzjonali: The contract will be performed in Viet Nam

5.1.3. Tul ta' żmien stmat

Tul ta' żmien: 36 Xhur

5.1.5. Valur

Valur stmat mingħajr VAT: 3 000 000,00 EUR

5.1.6. Informazzjoni ġenerali

Parteċipazzjoni riżervata:

Il-parteċipazzjoni mhijiex riżervata.

Proġett ta' akkwist iffinanzjat kompletament jew parzjalment mill-Fondi tal-UE

Informazzjoni dwar Fondi tal-Unjoni Ewropea:

Programm tal-fondi mill-UE: L-Istrument għall-Viċinat, għall-Iżvilupp u għall-Kooperazzjoni Internazzjonali (NDICI) (2021/2027)

L-akkwist huwa kopert mill-Ftehim dwar l-Akkwisti Pubbliċi (GPA): Ie

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

5.1.9. Kriterji tal-għażla

Sors tal-kriterji ta' għażla: Dokument tal-Akkwist

Informazzjoni dwar it-tieni stadju ta' proċedura b'żewġ stadji:

Numru minimu ta' kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura: 4

Numru massimu ta' kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura: 8

5.1.10. Kriterji tal-għoti

Kriterju:

Tip: Kwalità

Deskrizzjoni: Please consult the procurement documents.

Kategorija tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 80

Kriterju:

Tip: Prezz

Deskrizzjoni: Please consult the procurement documents.

Kategorija tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 20

5.1.11. Dokumenti tal-akkwist

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

Mezz ta' komunikazzjoni ad hoc:

Isem: 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. Termini tal-akkwist

Termini tas-sottomissjoni:

Sottomissjoni elettronika: Meħtieġa

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

Lingwi li bihom jistgħu jiġu sottomessi offerti jew talbiet għall-parteeċipazzjoni: Ingliż

Katalogu elettroniku: Mhux permessa

Skadenza biex jintlaqgħu t-talbiet għall-parteeċipazzjoni: 28/07/2026 16:00:59 (UTC+07:00)

Bangkok, Hanoi, Jakarta

Termini tal-kuntratt:

L-eżekuzzjoni tal-kuntratt għandha titwettaq fil-qafas ta' programmi ta' impjiegi protetti: Le

Fatturazzjoni elettronika: Permessa

Se tintuża l-ordni elettronika: iva

Se jintuża l-pagament elettroniku: iva

5.1.15. Tekniki

Ftehim qafas:

Ebda ftehim ta' qafas

Informazzjoni dwar is-sistema dinamika tax-xiri:

Ebda sistema dinamika ta' xiri

5.1.16. Aktar informazzjoni, medjazzjoni u rieżami

Organizzazzjoni tar-rieżami: Court of Justice of the European Union

Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami: European Commission, INTPA - International Partnerships

8. Organizzazzjonijiet

8.1. ORG-0001

Isem uffiċjali: European Commission, INTPA - International Partnerships

Numru tar-registrazzjoni: COM

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

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

Belt: Hanoi

Kodiċi postali: N/A

Pajjiż: Il-Vjetnam

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

Telefown: +32 2 299 11 11

Indirizz tal-internet: https://international-partnerships.ec.europa.eu/index_en

Rwoli ta' din l-organizzazzjoni:

Xerrej

Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami

8.1. ORG-0002

Isem uffiċjali: Court of Justice of the European Union

Numru tar-registrazzjoni: CURIA

Indirizz postali: Rue du Fort Niedergrünewald
Belt: Luxembourg
Kodiċi postali: L-2925
Sottodivizjoni tal-pajjiż (NUTS): Luxembourg (LU000)
Pajjiż: Il-Lussemburgu
Email: GC.Registry@curia.europa.eu
Telefown: +352 4303-1
Indirizz tal-internet: <http://curia.europa.eu>

Rwoli ta' din l-organizzazzjoni:

Organizzazzjoni tar-rieżami

8.1. ORG-0003

Isem uffiċjali: European Commission
Numru tar-registrazzjoni: EUCOM
Indirizz postali: Mondrian (CDMA), Rue du Champ de Mars 21
Belt: Brussels
Kodiċi postali: B-1050
Sottodivizjoni tal-pajjiż (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Pajjiż: Il-Belġju
Email: DELEGATION-VIETNAM-CALL-FOR-TENDERS@eeas.europa.eu
Telefown: +32 2 299 11 11
Indirizz tal-internet: <https://commission.europa.eu/>
Rwoli ta' din l-organizzazzjoni:
TED eSender

Informazzjoni dwar l-avviż

Identifikatur/verżjoni tal-avviż: cb2fafd4-8e3e-4a1a-9931-ebedbe3ae24b - 01
Tip ta' formola: Kompetizzjoni
Tip ta' avviż: Avviż tal-kuntratt jew tal-konċessjoni – reġim standard
Sottotip tal-avviż: 16
Data ta' meta ntbaġħat l-avviż: 23/06/2026 05:07:53 (UTC+02:00) Ħin tal-Ewropa tal-Lvant,
Ħin tas-sajf tal-Ewropa Ċentrali
Lingwi li bihom dan l-avviż huwa disponibbli uffiċjalment: Ingliż
Numru tal-pubblikazzjoni tal-avviż: 434929-2026
Numru tal-ħarġa tal-ĠU S: 120/2026
Data tal-pubblikazzjoni: 25/06/2026