

276975-2026 - Mededinging

Finland – Reclame- en marketingdiensten – 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

Aankondiging van een opdracht of concessie – standaardregeling
Diensten

1. Koper

1.1. Koper

Officiële naam: Mikkelin Kehitysyhtiö Miksei Oy

E-mail: info@mikseimikkeli.fi

Rechtsvorm van de koper: Publiekrechtelijke instelling onder zeggenschap van een lokale overheid

Activiteit van de aanbestedende dienst: Economische zaken

2. Procedure

2.1. Procedure

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

Beschrijving: 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.

Identificatiecode van de procedure: ec9cd74b-0755-4754-bb3a-7dc856609ae3

Interne identificatiecode: 608233

Type procedure: Openbaar

De procedure wordt versneld: neen

2.1.1. Doel

Aard van het contract: Diensten

Belangrijkste classificatie (cpv): 79340000 Reclame- en marketingdiensten

Aanvullende classificatie (cpv): 63515000 Reisdiensten, 79342000 Marketingdiensten

2.1.2. Plaats van uitvoering

Waar dan ook

Aanvullende informatie: Target markets for activities have been specified in the tender.

2.1.3. Waarde

Geraamde waarde exclusief btw: 30 000,00 EUR

2.1.4. Algemene informatie

Aanvullende informatie: 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

Rechtsgrondslag:

Richtlijn 2014/24/EU

2.1.6. Gronden voor uitsluiting

Bronnen voor uitsluitingsgronden: Aanbestedingsstuk

5. Perceel

5.1. Perceel: LOT-0000

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

Beschrijving: 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.

Interne identificatiecode: 608233

5.1.1. Doel

Aard van het contract: Diensten

Belangrijkste classificatie (cpv): 79340000 Reclame- en marketingdiensten

Aanvullende classificatie (cpv): 63515000 Reisdiensten, 79342000 Marketingdiensten

5.1.2. Plaats van uitvoering

Waar dan ook

Aanvullende informatie: Target markets for activities have been specified in the tender.

5.1.3. Geraamde duur

Begindatum: 01/06/2026

Einddatum van de duur: 31/10/2027

5.1.5. Waarde

Geraamde waarde exclusief btw: 30 000,00 EUR

5.1.6. Algemene informatie

Voorbehouden deelname:

Deelname is niet voorbehouden.

Aanbestedingsproject dat geheel of gedeeltelijk uit EU-fondsen wordt gefinancierd

De aanbesteding valt onder de Overeenkomst inzake overheidsopdrachten (GPA): ja

Deze aanbesteding is ook geschikt voor kleine en middelgrote ondernemingen (kmo's): ja

Aanvullende informatie: 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. Strategische aanbestedingen

Bevorderde sociale doelstelling: Billijke arbeidsvoorwaarden

5.1.9. Selectiecriteria

Bronnen van selectiecriteria: Aanbestedingsstuk

5.1.10. Gunningscriteria

Criterium:

Type: Kwaliteit

Naam: References

Beschrijving: 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)

Categorie van het gunningscriterium gewicht: Gewicht (punten, exact)

Gunningscriterium numerieke waarde: 30

Criterium:

Type: Kwaliteit

Naam: Competence

Beschrijving: 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)

Categorie van het gunningscriterium gewicht: Gewicht (punten, exact)

Gunningscriterium numerieke waarde: 40

Criterium:

Type: Kwaliteit

Naam: Project plan

Beschrijving: 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
Categorie van het gunningscriterium gewicht: Gewicht (punten, exact)
Gunningscriterium numerieke waarde: 52

5.1.11. Aanbestedingsstukken

Talen waarin de aanbestedingsstukken officieel beschikbaar zijn: Engels
Termijn voor verzoeken om aanvullende informatie: 15/05/2026 13:00:00 (UTC+00:00) West-Europese tijd, GMT
Adres van de aanbestedingsstukken: <https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd>
Ad-hoccommunicatiekanaal:
URL: <https://tarjouspalvelu.fi/Default/Index>

5.1.12. Voorwaarden van de aanbesteding

Voorwaarden voor indiening:

Elektronische indiening: Vereist
Adres voor indiening: <https://tarjouspalvelu.fi/mikkeli?id=608233&tpk=cce7378d-27f9-484f-aa1b-9b31d7c667fd>
Talen waarin inschrijvingen of verzoeken tot deelname kunnen worden ingediend: Fins
Elektronische catalogus: Niet toegestaan
Inschrijvers mogen meer dan één inschrijving indienen: Niet toegestaan
Uiterste datum voor de ontvangst van inschrijvingen: 25/05/2026 13:00:00 (UTC+00:00) West-Europese tijd, GMT
Duur waarin de aanbidding geldig moet blijven: 60 Dagen
Informatie over de openbare opening:
Openingsdatum: 26/05/2026 06:00:00 (UTC+00:00) West-Europese tijd, GMT
Voorwaarden van het contract:
De uitvoering van de opdracht moet plaatsvinden binnen het kader van programma's voor maatwerkbedrijven: Neen
Een geheimhoudingsovereenkomst is vereist: neen
Elektronische facturering: Vereist
Er zal worden gebruikgemaakt van elektronische orderplaatsing: ja
Er zal worden gebruikgemaakt van elektronische betaling: ja

5.1.15. Technieken

Raamovereenkomst:

Geen raamovereenkomst

Informatie over het dynamische aankoopstelsel:

Geen dynamisch aankoopstelsel

5.1.16. Nadere inlichtingen, bemiddeling en evaluatie

Bemiddelingsorganisatie: Markkinaoikeus
Organisatie voor beroepsprocedures: Markkinaoikeus
Informatie over de termijnen voor beroep: 14 days after the Contract Award Decision. Mikkelin kehitysyhtiö Miksei Oy Maaherrankatu 9-11 50100 Mikkeli, Finland CEO Timo Paakki [timo.paakki@mikseimikkeli.fi](mailto:paakki@mikseimikkeli.fi)
Organisatie die meer informatie geeft over beroepsprocedures: Mikkelin Kehitysyhtiö Miksei Oy
Organisatie die verzoeken tot deelname ontvangt: Mikkelin Kehitysyhtiö Miksei Oy
Organisatie die inschrijvingen verwerkt: Mikkelin Kehitysyhtiö Miksei Oy

8. Organisaties

8.1. ORG-0001

Officiële naam: Markkinaoikeus
Registratienummer: 3006157-6
Postadres: Radanrakentajantie 5
Stad: Helsinki
Postcode: 00520
Onderverdeling land (NUTS): Helsinki-Uusimaa (FI1B1)
Land: Finland
E-mail: markkinaoikeus@oikeus.fi
Telefoon: +358 295643300
Internetadres: <http://www.oikeus.fi/markkinaoikeus>

Rollen van deze organisatie:

Organisatie voor beroepsprocedures
Bemiddelingsorganisatie

8.1. ORG-0002

Officiële naam: Mikkelin Kehitysyhtiö Miksei Oy
Registratienummer: 0600598-8
Postadres: Maaherrankatu 9-11
Stad: Mikkeli
Postcode: 50100
Onderverdeling land (NUTS): Etelä-Savo (FI1DA)
Land: Finland
Contactpunt: Virastotalo
E-mail: info@mikseimikkeli.fi
Telefoon: +358 15361600
Internetadres: <https://www.mikseimikkeli.fi/>

Rollen van deze organisatie:

Koper
Organisatie die verzoeken tot deelname ontvangt
Organisatie die inschrijvingen verwerkt
Organisatie die meer informatie geeft over beroepsprocedures

8.1. ORG-0003

Officiële naam: Hansel Oy (Hilma)
Registratienummer: FI09880841
Postadres: Mannerheiminaukio 1a
Stad: Helsinki
Postcode: 00100
Onderverdeling land (NUTS): Helsinki-Uusimaa (FI1B1)
Land: Finland
Contactpunt: eSender
E-mail: tekninen@hankintailmoitukset.fi
Telefoon: 029 55 636 30
Internetadres: <http://hankintailmoitukset.fi>

Rollen van deze organisatie:

TED eSender

Informatie over een aankondiging

Identificatiecode/versie van de aankondiging: 3494d50e-faf9-448f-a82b-fe72f5f5c4bf - 01
Type formulier: Mededinging
Type aankondiging: Aankondiging van een opdracht of concessie – standaardregeling
Subtype aankondiging: 16
Verzenddatum van de aankondiging: 22/04/2026 11:58:21 (UTC+00:00) West-Europese tijd, GMT
Aankondiging datum verzending (eSender): 22/04/2026 11:58:22 (UTC+00:00) West-Europese tijd, GMT
Talen waarin deze aankondiging officieel beschikbaar is: Fins
Publicatienummer aankondiging: 276975-2026
Nummer uitgave PB S: 79/2026
Datum van bekendmaking: 23/04/2026