

Ireland: Market research services

Invitation to tender for Bord Bia's Sustainability Understanding for Asian Consumers

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Bord Bia (Irish Food Board)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: Invitation to tender for Bord Bia's Sustainability Understanding for Asian Consumers

Description: Bord Bia's Strategic Insight team provides inspiring leadership to industry and the organisation by leveraging powerful market, trade and consumer insights to drive strategy development and successful business growth. Central to our current strategy is the ambition to drive the reputation of Ireland as a source of sustainable, nutritious food in the international marketplace. Our previous thought leadership project indicated that Asian markets lag in the understanding of sustainability, and this knowledge gap has affected the effectiveness of Bord Bia's communication in Asian markets. We are seeking an experienced insight agency to help us uncover how these concepts are understood in key Asian markets by consumers to enhance the relevance and effectiveness of communication with local audience.

Procedure identifier: 921f8de9-d502-461d-8992-f8837344ab85

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 73110000 Research services

2.1.2 Place of performance

Country: Ireland

Anywhere in the given country

2.1.3 Value

Estimated value excluding VAT: 69 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: Invitation to tender for Bord Bia's Sustainability Understanding for Asian Consumers

Description: Bord Bia's Strategic Insight team provides inspiring leadership to industry and the organisation by leveraging powerful market, trade and consumer insights to drive strategy development and successful business growth. Central to our current strategy is the ambition to drive the reputation of Ireland as a source of sustainable, nutritious food in the international marketplace. Our previous thought leadership project indicated that Asian markets lag in the understanding of sustainability, and this knowledge gap has affected the effectiveness of Bord Bia's communication in Asian markets. We are seeking an experienced insight agency to help us uncover how these concepts are understood in key Asian markets by consumers to enhance the relevance and effectiveness of communication with local audience.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 73110000 Research services

5.1.2 Place of performance

Country: Ireland

Anywhere in the given country

Additional information:

5.1.3 Estimated duration

Other duration: Unknown

5.1.5 Value

Estimated value excluding VAT: 69 000 Euro

5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.11 Procurement documents

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6074748>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=6074748>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 11/08/2025 12:00 +01:00

Deadline until which the tender must remain valid: 6 Month

Information about public opening:

Opening date: 11/08/2025 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6074748>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Bord Bia (Irish Food Board)

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Bord Bia (Irish Food Board)

Organisation processing tenders: Bord Bia (Irish Food Board)

8 Organisations

8.1 ORG-0001

Official name: Bord Bia (Irish Food Board)

Registration number: None

Postal address: 140 Pembroke Road

Town: Ballsbridge, Dublin 4

Postcode: D04 NV34

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@bordbia.ie

Telephone: 01 6685155

Internet address: <https://www.bordbia.ie>

Buyer profile: <https://www.bordbia.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 5a04fc57-9b7d-4600-b67b-e773b9c4640f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 08/07/2025 11:46 +01:00

Languages in which this notice is officially available: English