

# Ireland: Public relations services

## Invitation to Tender for Bord Bia's Public Relations Agency in the Netherlands

Contract or concession notice – standard regime - Change

### 1 Buyer

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#### 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

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#### 2.1 Procedure

*Title:* Invitation to Tender for Bord Bia's Public Relations Agency in the Netherlands

*Description:* Bord Bia, the Irish Food Board, is inviting tenders from suitably experienced and qualified agencies for the provision of up to and including - Media Relations, Marketing Activation and Public Relations services in the Netherlands market.

*Procedure identifier:* df2901bd-3020-472c-b2b6-f84365c2e4f3

*Type of procedure:* Open

*The procedure is accelerated:* no

##### 2.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79416000 Public relations services

*Additional classification (cpv):* 79416100 Public relations management services

*Additional classification (cpv):* 79416200 Public relations consultancy services

*Additional classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79340000 Advertising and marketing services

##### 2.1.2 Place of performance

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

##### 2.1.3 Value

*Estimated value excluding VAT:* 325 000 Euro

##### 2.1.4 General information

*Legal basis:*

Directive 2014/24/EU

### 5 Lot

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#### 5.1 Lot technical ID: LOT-0001

*Title:* Invitation to Tender for Bord Bia's Public Relations Agency in the Netherlands

*Description:* Bord Bia, the Irish Food Board, is inviting tenders from suitably experienced and qualified agencies for the provision of up to and including - Media Relations, Marketing Activation and Public Relations services in the Netherlands market.

*Internal identifier:* 0

### **5.1.1 Purpose**

*Main nature of the contract:* Services

*Main classification (cpv):* 79416000 Public relations services

*Additional classification (cpv):* 79416100 Public relations management services

*Additional classification (cpv):* 79416200 Public relations consultancy services

*Additional classification (cpv):* 79413000 Marketing management consultancy services

*Additional classification (cpv):* 79342000 Marketing services

*Additional classification (cpv):* 79340000 Advertising and marketing services

### **5.1.2 Place of performance**

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Additional information:*

### **5.1.3 Estimated duration**

*Duration:* 48 Month

### **5.1.5 Value**

*Estimated value excluding VAT:* 325 000 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

*Deadline for requesting additional information:* 15/08/2025 12:00 +01:00

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6142955>

### **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=6142955>

*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:* 01/09/2025 12:00 +01:00

*Deadline until which the tender must remain valid:* 9 Month

*Information about public opening:*

*Opening date:* 01/09/2025 12:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6142955>

*Terms of contract:*

*The execution of the contract must be performed within the framework of sheltered employment programmes: No*

*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**

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### **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](mailto: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](mailto: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](mailto:eproc-esender@eurodyn.com)

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

### 10 Change

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Version of the previous notice to be changed: 93fcc8a4-478d-44bb-9d2f-46ea2d06dfe8-01

Main reason for change: Information updated

Description: We have reduced the turnover on this competition from €550,000 to €350,000

### Notice information

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Notice identifier/version: 459a2d90-c739-4000-8733-fe7bb3c305f4 - 02

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 01/08/2025 15:33 +01:00

Languages in which this notice is officially available: English