

## Ireland: Marketing services

### The Provision of a Three-Year EU Co-funded Promotion Campaign for EU Beef and Lamb

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:* The Provision of a Three-Year EU Co-funded Promotion Campaign for EU Beef and Lamb

*Description:* Bord Bia seek to appoint a suitably qualified Implementing Body for the provision of a three-year Information and Promotional Campaign on an EU Beef and Lamb Programme in accordance with Directive 2014/24/EU (Public Sector Directive).

*Procedure identifier:* a3157954-4e7d-4d6a-8f3f-7deef31206cf

*Type of procedure:* Open

*The procedure is accelerated:* no

##### 2.1.1 Purpose

*Main nature of the contract:* Services

*Main classification (cpv):* 79342000 Marketing services

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

*Additional classification (cpv):* 79342100 Direct 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:* 1 312 768 Euro

##### 2.1.4 General information

*Legal basis:*

Directive 2014/24/EU

#### 5 Lot

---

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

*Title:* The Provision of a Three-Year EU Co-funded Promotion Campaign for EU Beef and Lamb

*Description:* Bord Bia seek to appoint a suitably qualified Implementing Body for the provision of a three-year Information and Promotional Campaign on an EU Beef and Lamb Programme in accordance with Directive 2014/24/EU (Public Sector Directive).

Internal identifier: 0

### 5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79413000 Marketing management consultancy services

Additional classification (cpv): 79342100 Direct 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: 36 Month

### 5.1.5 Value

Estimated value excluding VAT: 1 312 768 Euro

### 5.1.6 General information

Reserved participation: Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

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: 05/09/2025 12:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6236474>

### 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=6236474>

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: 15/09/2025 12:00 +01:00

Deadline until which the tender must remain valid: 6 Day

Information about public opening:

Opening date: 15/09/2025 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6236474>

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**

---

### **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*

*Notice information*

---

*Notice identifier/version:* 781af4e3-dc99-4e89-a6d1-11cfcccf0df0 - 01

*Form type:* Competition

*Notice type:* Contract or concession notice – standard regime

*Notice dispatch date:* 01/08/2025 14:36 +01:00

*Languages in which this notice is officially available:* English