

# Ireland: Marketing management consultancy services

## Invitation to tender for Bord Bia's Brand Development and Innovation Strategy Consultancy

Contract or concession notice – standard regime

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 Brand Development and Innovation Strategy Consultancy

*Description:* Bord Bia is seeking to appoint a suitably experienced and qualified provider to provide Brand Development, Innovation and Insight strategy consultation and project management services which aid in the delivery of its agenda to create and capture growth for Irish food, drink and horticulture producers and, over time, deliver a culture of best practice in brand development and innovation for the Irish food, drink and horticulture industry.

*Procedure identifier:* 3a0517f2-bc88-4a2e-b3fb-07559b127dcc

*Type of procedure:* Open

*The procedure is accelerated:* no

#### 2.1.1 Purpose

*Main nature of the contract:* Services

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

*Additional classification (cpv):* 73000000 Research and development services and related consultancy services

#### 2.1.2 Place of performance

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

*Country:* Ireland

#### 2.1.3 Value

*Estimated value excluding VAT:* 160 000 Euro

#### 2.1.4 General information

*Legal basis:*

Directive 2014/24/EU

#### 2.1.6 Grounds for exclusion

*Sources of grounds for exclusion:* Procurement Document

5 Lot

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### 5.1 Lot technical ID: LOT-0001

*Title:* Invitation to tender for Bord Bia's Brand Development and Innovation Strategy Consultancy

*Description:* Bord Bia is seeking to appoint a suitably experienced and qualified provider to provide Brand Development, Innovation and Insight strategy consultation and project management services which aid in the delivery of its agenda to create and capture growth for Irish food, drink and horticulture producers and, over time, deliver a culture of best practice in brand development and innovation for the Irish food, drink and horticulture industry.

*Internal identifier:* 0

#### **5.1.1 Purpose**

*Main nature of the contract:* Services

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

*Additional classification (cpv):* 73000000 Research and development services and related consultancy services

#### **5.1.2 Place of performance**

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

*Country:* Ireland

*Additional information:*

#### **5.1.3 Estimated duration**

*Duration:* 24 Month

#### **5.1.5 Value**

*Estimated value excluding VAT:* 160 000 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

#### **5.1.9 Selection criteria**

*Sources of selection criteria:* Procurement Document

#### **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:* 27/10/2025 12:00 +01:00

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6801138>

#### **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=6801138>

*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:* 10/11/2025 12:00 +01:00

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

*Information about public opening:*

*Opening date:* 10/11/2025 12:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6801138>

*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

#### *Notice information*

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Notice identifier/version: e19c9d6b-5459-4606-9c1a-25dbaec24205 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 17/10/2025 15:03 +01:00

Languages in which this notice is officially available: English