Ireland: Market research services
Invitation to Tender for Bord Bia Domestic Marketing Brand Health and Campaign Evaluation 2027-2029

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 Domestic Marketing Brand Health and Campaign Evaluation 2027-2029
Description: Bord Bia are seeking to establish a long-term strategic research partnership that supports Central Marketing in making evidence-based decisions.
Procedure identifier: bc4cfd74-91e1-4abf-8e55-3c95d76246da
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

2.1.2 *Place of performance*

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

2.1.3 *Value*

Estimated value excluding VAT: 650 000 *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*

5.1 *Lot*: LOT-0001

Title: Invitation to Tender for Bord Bia Domestic Marketing Brand Health and Campaign Evaluation 2027-2029
Description: Bord Bia are seeking to establish a long-term strategic research partnership that supports Central Marketing in making evidence-based decisions.
Internal identifier: 0

5.1.1 *Purpose*

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research 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: 650 000 *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: 16/11/2026 12:00 +00:00

Address of the procurement documents: https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=9409579

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=9409579

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: 04/12/2026 12:00 +00:00

Duration during which the tender must remain valid: 12 *Month*

Information about public opening:

Opening date: 04/12/2026 12:30 +00:00

Place: https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=9409579

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: 03580a52-383c-4dbb-997f-c215cd111b17 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 02/11/2026 11:58 +00:00
Languages in which this notice is officially available: English