

Ireland: Public relations consultancy services

PR Services Switzerland

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Tourism Ireland CLG

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: PR Services Switzerland

Description: Provision of Public Relations Services for Tourism Ireland in the Swiss market. Please note: this tender opportunity will be notified to local suppliers in the Swiss market. It is a pre-qualification requirement that the successful agency has an operational office in Switzerland. PLEASE REFER TO THE CFT DOCUMENTATION FOR FULL DETAILS OF THE REQUIREMENTS

Procedure identifier: 11cc2cd5-109b-4291-a2e9-cecdd2083fb2

Previous notice: b168e1c9-a3a8-4abf-9d47-3303218a1439-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

2.1.2 Place of performance

Country subdivision (NUTS): Bern / Berne (CH021)

Country: Switzerland

2.1.3 Value

Estimated value excluding VAT: 220 000 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot: LOT-0001

Title: PR Services Switzerland

Description: Provision of Public Relations Services for Tourism Ireland in the Swiss market. Please note: this tender opportunity will be notified to local suppliers in the Swiss market. It is a pre-qualification requirement that the

successful agency has an operational office in Switzerland. PLEASE REFER TO THE CFT DOCUMENTATION FOR FULL DETAILS OF THE REQUIREMENTS

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416200 Public relations consultancy services

Additional classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79416100 Public relations management services

5.1.2 Place of performance

Country subdivision (NUTS): Bern / Berne (CH021)

Country: Switzerland

Additional information:

5.1.3 Estimated duration

Duration: 3 Year

5.1.5 Value

Estimated value excluding VAT: 220 000 Euro

5.1.6 General information

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

5.1.10 Award criteria

Criterion:

Type: Quality

Description: Qualitative criteria = 50%

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 50

Criterion:

Type: Cost

Description: Cost Criterion = 50%

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 50

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: Tourism Ireland CLG

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

6 Results

Value of all contracts awarded in this notice: 220 000 Euro

6.1 Result lot identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: Gretz Communications AG

Tender:

Tender identifier: 000108297

Identifier of lot or group of lots: LOT-0001

Value of the tender: 220 000 Euro

The tender was ranked: yes

Rank in the list of winners: 1

Subcontracting: No

Contract information:

Identifier of the contract: 426838

Date on which the winner was chosen: 16/07/2025

Date of the conclusion of the contract: 01/08/2025

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8 Organisations

8.1 ORG-0001

Official name: Tourism Ireland CLG

Registration number: 336370

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

Postcode: D02 TD99

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: hhughes@tourismireland.com

Telephone: +35314763400

Internet address: <https://www.tourismireland.com/>

Buyer profile: <https://www.tourismireland.com/>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1 ORG-0002

Official name: Gretz Communications AG

Size of the economic operator: Micro, small, or medium

Registration number: CHE-109.061.439

Postal address: Zähringerstrasse 16

Town: Bern
Postcode: 3012
Country subdivision (NUTS): Bern / Berne (CH021)
Country: Switzerland
Email: info@gretzcom.ch
Internet address: <https://gretzcom.ch/>
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0003

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-0004

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: 1419f232-0587-4422-a41a-415b1a7c9ec1 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 07/08/2026 18:05 +01:00
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