

16/09/2025

1. Buyer

1.1 Buyer

Official name: Ministerie van Economische Zaken, Rijksdienst voor Ondernemend Nederland (RVO)

Legal type of the buyer: Central government authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1 Procedure

Title: International Marketing and Communication Support – Promotion of the Netherlands as Business Location for Foreign Direct Investment

Description: The Netherlands Foreign Investment Agency seeks a proposal from a full service, innovative and results driven marketing and communication agency that can assist with further developing and executing its international and integrated (digital) marketing and communication program. The activities in this program need to support the NFIA's overall goal of attracting foreign companies that contribute to the sustainable development of the Dutch economy and strengthen our innovative ecosystems. € 2,000,000

Procedure identifier: f1bae079-3cdf-47f7-a88f-bb3aa2be4d22

Internal identifier : 202506001

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): 79416200 Public relations consultancy services

2.1.2 Place of performance

Country: Netherlands

Anywhere in the given country

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1 Lot technical ID: LOT-0000

Title: 1

Description: 1 € 2,000,000

Internal identifier

: 1

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79416200 Public relations consultancy services

Options:

Description of the options: Not applicable.

5.1.2 Place of performance

Country: Netherlands

Anywhere in the given country

Additional information:

5.1.3 Estimated duration

Duration: 2 Year

5.1.4 Renewal

Maximum renewals: 1

Other information about renewals: A unilateral option for the Contracting Authority to extend the contract by two (2) years.

5.1.6 General information

Reserved participation: Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

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

Name: Quality

Description: Quality

Category of award threshold criterion: Weight (points, exact)

Award criterion number: 80

Criterion:

Type: Price

Name: Price

Description: Price

Category of award threshold criterion: Weight (points, exact)

Award criterion number: 20

5.1.11 Procurement documents

Deadline for requesting additional information: 03/10/2025 12:00 +02:00

Address of the procurement documents: <https://www.tenderned.nl/aankondigingen/overzicht/392871>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.tenderned.nl/aankondigingen/overzicht/392871>

Languages in which tenders or requests to participate may be submitted: Dutch

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders : 28/10/2025 12:00 +01:00

Deadline until which the tender must remain valid : 4 Month

Information about public opening:

Opening date: 28/10/2025 12:00 +01:00

Terms of contract:

The execution of the contract must be performed within the framework of sheltered No

employment
programmes:

Electronic
invoicing: Required

Electronic
ordering will be no
used:

Electronic
payment will be no
used:

5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum
number of 1
participants:

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review
organisation: Ministerie van Economische Zaken, Rijksdienst voor Ondernemend Nederland
(RVO) - Rechtbank 's-Gravenhage

Organisation
providing
additional
information
about the
procurement
procedure: Ministerie van Economische Zaken, Rijksdienst voor Ondernemend Nederland
(RVO)

Organisation
providing more
information on
the review
procedures: Ministerie van Economische Zaken, Rijksdienst voor Ondernemend Nederland
(RVO)

Organisation
receiving
requests to
participate: Ministerie van Economische Zaken, Rijksdienst voor Ondernemend Nederland
(RVO)

8. Organisations

8.1 ORG-0001

Official name: Ministerie van Economische Zaken, Rijksdienst voor Ondernemend Nederland
(RVO)

Registration
number: 12024663

Postal address: Prinses Beatrixlaan 2

Town: Den Haag

Postcode: 2595 AL

Country
subdivision
(NUTS): Agglomeratie 's-Gravenhage (NL361)

Country: Netherlands

Contact point: Quintin Stoutjesdijk

Email: quintin.stoutjesdijk@rvo.nl

Telephone: +31 880424242

Internet address: <http://www.rvo.nl>

Other contact points:

Official name: Rechtbank 's-Gravenhage

Postal address: Postbus 20302

Town: Den Haag

Postcode: 2500 EH

Country subdivision (NUTS): Agglomeratie 's-Gravenhage (NL361)

Country: Netherlands

Email: voorlichting.rb.den.haag@rechtspraak.nl

Telephone: +31 703813131

Internet address: <http://www.rechtspraak.nl/Gerechten/Rechtbanken/s-Gravenhage/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier /version: b093e151-c7e3-4e61-8693-0e456a792bd5 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 16/09/2025 11:14 +02:00

Languages in which this notice is officially available: English