

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

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

5.1.15 Techniques

Framework agreement:

Framework agreement, without reopening of competition

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 signing the contract: Ministerie van Economische Zaken, Rijksdienst voor Ondernemend Nederland (RVO)

6. Results

Maximum value of the framework agreements in this notice: 2 500 000 Euro

6.1 Result lot Identifier: LOT-0000

At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 2 500 000 Euro

6.1.2 Information about winners

Winner:

Official name: SEC Newgate UK Limited

Tender:

Tender identifier : 1

Identifier of lot or group of lots: LOT-0000

The tender was ranked: no

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: CON-0001

Title: P1 1

Date of the conclusion of the contract: 20/01/2026

Organisation signing the contract: Ministerie van Economische Zaken, Rijksdienst voor Ondernemend Nederland (RVO)

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

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

Review organisation

Organisation providing more information on the review procedures

Organisation signing the contract

8.1 ORG-0002

Official name: SEC Newgate UK Limited
Size of the economic operator: Large
Registration number: 1347223
Postal address: Greville Street 14
Town: London
Postcode: EC1N 8SB
Country: United Kingdom
Contact point: Tom Flynn
Email: tom.flynn@secnewgate.co.uk
Telephone: +44 02037576767
Internet address : <https://www.secnewgate.co.uk/>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0000

Notice information

Notice identifier /version: 938e1562-1b18-4468-ba34-bca26d2f5532 - 01
Form type: Result

Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 09/02/2026 12:57 +01:00
Languages in which this notice is officially available: English