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Tender

Representation work on behalf of AHDB covering the German and Austrian markets (principally covering lamb and beef)

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2025/S 000-000293

Procurement identifier (OCID): ocds-h6vhtk-04cdc3

Published 7 January 2025, 10:39am

Section I: Contracting authority

I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://defra-family.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Representation work on behalf of AHDB covering the German and Austrian markets (principally covering lamb and beef)

Reference number

2024-721

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB are looking for a German/English speaking representative to develop the market for British lamb, beef and pork in the German and Austrian markets.

The successful representative must have the expertise and experience to identify the right priority markets, along with the ability to devise the best local strategies to achieve effective market growth for British lamb and beef within the German and Austrian markets.

II.1.5) Estimated total value

Value excluding VAT: £435,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Germany and Austria

II.2.4) Description of the procurement

AHDB are looking for a German/English speaking representative to develop the market for British lamb, beef and pork in the German and Austrian markets.

The successful representative must have the expertise and experience to identify the right priority markets, along with the ability to devise the best local strategies to achieve effective market growth for British lamb and beef within the German and Austrian markets.

Responsible for driving value and volume sales, the successful representative will be expected to:

- Liaise closely with the AHDB Exports team (based in the UK and in France), to agree and update on activity and provide the latest market intelligence and insights, using independently-sourced information and by taking advantage of the extensive data and insights sets at AHDB's disposal.
- Establish a detailed understanding of the market opportunity, including a breakdown of sales and marketing potential by channel and product sector, and an identified list of development target customers.
- Identify and develop priority markets for British lamb, beef and pork, and effectively maintain and build new relationships with relevant customers, brokers and distributors in the German and Austrian market. Where appropriate, work jointly with them to increase market exposure and demand for British lamb, beef and pork
- Establish, through the AHDB's exports team, a strong working relationship with key UK exporters and ensure their engagement in key market development initiatives.
- Devise and implement effective local strategies to promote lamb, beef and pork, aimed at increasing awareness and brand loyalty, to act as brand ambassador for British produce.
- Liaise with central AHDB staff in areas such as media, PR and digital.

The successful representative must be based of have a commercial office in Germany. This will be for the contract period of 1 year with the option to extend for a further 2 periods of 12 months each, after which date, the opportunity will be put out to tender again.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 85

Price - Weighting: 15

II.2.6) Estimated value

Value excluding VAT: £435,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

26 April 2025

End date

25 April 2028

This contract is subject to renewal

Yes

Description of renewals

1 year initial contract with 1+1 options to extend

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

14 February 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

14 February 2025

Local time

12:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

procurement@ahdb.org.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

VI.4.2) Body responsible for mediation procedures

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS (Defra Network eTendering Portal)

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>