This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/001107-2021">https://www.find-tender.service.gov.uk/Notice/001107-2021</a>

Tender

# In Market Representative France

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2021/S 000-001107

Procurement identifier (OCID): ocds-h6vhtk-028ba9

Published 19 January 2021, 5:08pm

# **Section I: Contracting authority**

## I.1) Name and addresses

Hybu Cig Cymru-Meat Promotion Wales

Ty Rheidol, Parc Merlin

Aberystwyth

**SY23 3FF** 

#### Contact

Bryan Regan

#### **Email**

bregan@hybucig.cymru

#### **Telephone**

+44 1970625050

### Country

**United Kingdom** 

#### **NUTS** code

UKL1 - West Wales and The Valleys

#### Internet address(es)

Main address

www.hybucig.cymru

Buyer's address

https://www.sell2wales.gov.wales/search/Search\_AuthProfile.aspx?ID=AA24146

## I.2) Information about joint procurement

The contract is awarded by a central purchasing body

## I.3) Communication

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

#### www.hybucig.cymru

Additional information can be obtained from another address:

Hybu Cig Cymru-Meat Promotion Wales

Hybu Cig Cymru

Aberystwyth

**SY23 3FF** 

#### **Email**

requests@hybucig.cymru

#### Telephone

+44 1970625050

## Country

United Kingdom

#### **NUTS** code

UKL14 - South West Wales

## Internet address(es)

Main address

### www.hybucig.cymru

Tenders or requests to participate must be submitted to the following address:

Hybu Cig Cymru-Meat Promotion Wales

Hybu Cig Cymru

Aberystwyth

**SY23 3FF** 

#### **Email**

requests@hybucig.cymru

## **Telephone**

+44 1970625050

### Country

**United Kingdom** 

#### **NUTS** code

UKL14 - South West Wales

#### Internet address(es)

Main address

https://meatpromotion.wales

## I.4) Type of the contracting authority

Ministry or any other national or federal authority

## I.5) Main activity

Other activity

Development and Promotion Of Welsh red meat

# **Section II: Object**

## II.1) Scope of the procurement

### II.1.1) Title

In Market Representative France

#### II.1.2) Main CPV code

• 79342000 - Marketing services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

HCC is seeking a supplier to provide in-market representation in connection with the development, promotion and marketing of Welsh red meat

#### II.1.5) Estimated total value

Value excluding VAT: £180,000

#### II.1.6) Information about lots

This contract is divided into lots: No

#### II.2) Description

#### II.2.3) Place of performance

**NUTS** codes

UKL14 - South West Wales

Main site or place of performance

Aberystwyth

#### II.2.4) Description of the procurement

HCC requires tenderers who can provide support services to HCC in the context of HCC's export development initiatives in France. Examples of the support services which may be required are the planning and delivery of market development plans and promotion programmes, identifying and facilitating new market opportunities for HCC, providing market information and intelligence to HCC and, ongoing liaison with Welsh red meat exporting companies and relevant agencies.

It is particularly important to HCC that successful tenderers will be able to provide a link between HCC and purchasers (including importers, retailers, wholesalers and food service distributors), agencies and journalists and provide HCC with knowledge and information about the red meat market in France.

#### II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Start date

1 April 2021

End date

31 March 2023

This contract is subject to renewal

Yes

Description of renewals

an option to extend the contract by up to two (2) periods of up to twenty four (24) months each.

#### 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 III. Legal, economic, financial and technical information

## III.1) Conditions for participation

#### III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

#### III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

## 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: No

## IV.2) Administrative information

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

Date

19 February 2021

ime

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

19 February 2021

Local time

12:00pm

Place

## Aberystwyth

Information about authorised persons and opening procedure

tenders will be opened post the deadline by Corporate Services Manager of HCC who is independent of the evaluation team and sole access to the mailbox

# **Section VI. Complementary information**

## VI.1) Information about recurrence

This is a recurrent procurement: No

## VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

## VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

https://www.sell2wales.gov.wales/Search/Search\_Switch.aspx?ID=107483.

(WA Ref:107483)

### VI.4) Procedures for review

#### VI.4.1) Review body

**High Court** 

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

**United Kingdom**