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Tender

## **Marketing Services Outside The UK: France**

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2021/S 000-001192

Procurement identifier (OCID): ocids-h6vhtk-028bfe

Published 20 January 2021, 5:16pm

### **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](mailto: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](http://www.hybucig.cymru)

Buyer's address

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

<https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

Additional information can be obtained from another address:

Hybu Cig Cymru-Meat Promotion Wales

Ty Rheidol, Parc Merlin

Aberystwyth

SY23 3FF

**Contact**

B Regan

**Email**

[requests@hybucig.cymru](mailto:requests@hybucig.cymru)

**Telephone**

+44 1970625050

**Country**

United Kingdom

**NUTS code**

UKL14 - South West Wales

**Internet address(es)**

Main address

<https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

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

Hybu Cig Cymru-Meat Promotion Wales

Aberystwyth

**Email**

[requests@hybucig.cymru](mailto:requests@hybucig.cymru)

**Telephone**

+44 1970625050

**Country**

United Kingdom

**NUTS code**

UKL14 - South West Wales

**Internet address(es)**

Main address

<https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

#### **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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Marketing Services Outside The UK: 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 marketing services outside the UK in connection with the development, promotion and marketing of Welsh red meat

#### **II.1.5) Estimated total value**

Value excluding VAT: £510,000

#### **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 purchasing of media, design and print services,

online activity including web-site and social media management, and ongoing liaison with Welsh red meat exporting companies and relevant agencies, including HCC's in-market representative. The successful supplier will also be required to prepare a detailed campaign strategy.

#### **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

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## **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

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## **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

25 February 2021

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

25 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

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### **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=107528](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=107528).

(WA Ref:107528)

The buyer considers that this contract is suitable for consortia.



## **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