This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/002941-2022">https://www.find-tender.service.gov.uk/Notice/002941-2022</a>

Tender

# In Market Representative

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2022/S 000-002941

Procurement identifier (OCID): ocds-h6vhtk-031217

Published 2 February 2022, 10:44am

# **Section I: Contracting authority**

# I.1) Name and addresses

Hybu Cig Cymru-Meat Promotion Wales

PO Box 176

Aberystwyth

**SY23 2YA** 

#### 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

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

Additional information can be obtained from the above-mentioned address

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

Hybu Cig Cymru-Meat Promotion Wales

Aberystwyth

#### Contact

Bryan Regan

#### **Email**

requests@hybucig.cymru

# **Telephone**

+44 1970625050

## Country

**United Kingdom** 

### **NUTS** code

UKL1 - West Wales and the Valleys

# 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

# **Section II: Object**

# II.1) Scope of the procurement

### II.1.1) Title

In Market Representative

# II.1.2) Main CPV code

• 79342000 - Marketing services

## II.1.3) Type of contract

Services

### II.1.4) Short description

HCC requires suppliers who can provide support services to HCC in the context of HCC's export development initiatives in certain regions within the EU

### II.1.5) Estimated total value

Value excluding VAT: £775,000

### II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

# II.2) Description

### II.2.1) Title

In Market Representative - Belgium/Netherlands/Luxembourg

Lot No

1

### II.2.2) Additional CPV code(s)

• 79342000 - Marketing services

#### II.2.3) Place of performance

**NUTS** codes

• BE - Belgium

## II.2.4) Description of the procurement

HCC requires suppliers who can provide support services to HCC in the context of HCC's export development initiatives in certain regions within the EU. Each such region is covered by a different lot. Examples of the support services which may be required in relation to a lot are 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, support ongoing liaison between Welsh red meat exporting companies and relevant companies and agencies.

It is particularly important to HCC that successful tenderers will be able to provide a trade development link between HCC and purchasers (including importers, retailers, wholesalers and food service distributors), as well as work with agencies and journalists and provide HCC with knowledge, insight and information about the red meat market in the regions covered by the lots.

### 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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

HCC shall be entitled to extend the term of this Agreement for up to two (2) periods of up to twenty four (24) months for the first period and up to twelve (12) months for the second, the first such period to commence on 1 April 2024.

### 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

# II.2) Description

### II.2.1) Title

In Market Representative Germany/Austria/Switzerland

Lot No

2

#### II.2.2) Additional CPV code(s)

• 79342000 - Marketing services

#### II.2.3) Place of performance

**NUTS** codes

• DE - Germany

### II.2.4) Description of the procurement

HCC requires suppliers who can provide support services to HCC in the context of HCC's export development initiatives in certain regions within the EU. Each such region is covered by a different lot. Examples of the support services which may be required in relation to a lot are 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, support ongoing liaison between Welsh red meat exporting companies and relevant companies and agencies.

It is particularly important to HCC that successful tenderers will be able to provide a trade development link between HCC and purchasers (including importers, retailers, wholesalers and food service distributors), as well as work with agencies and journalists and provide HCC with knowledge, insight and information about the red meat market in the regions covered by the lots.

#### 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

**Duration in months** 

24

This contract is subject to renewal

Yes

Description of renewals

HCC shall be entitled to extend the term of this Agreement for up to two (2) periods of up to twenty four (24) months for the first period and up to twelve (12) months for the second, the first such period to commence on 1 April 2024.

### 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

# II.2) Description

### II.2.1) Title

In Market Representative - Italy

Lot No

3

### II.2.2) Additional CPV code(s)

• 79342000 - Marketing services

#### II.2.3) Place of performance

**NUTS** codes

• IT - Italy

## II.2.4) Description of the procurement

HCC requires suppliers who can provide support services to HCC in the context of HCC's export development initiatives in certain regions within the EU. Each such region is covered by a different lot. Examples of the support services which may be required in relation to a lot are 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, support ongoing liaison between Welsh red meat exporting companies and relevant companies and agencies.

It is particularly important to HCC that successful tenderers will be able to provide a trade development link between HCC and purchasers (including importers, retailers, wholesalers and food service distributors), as well as work with agencies and journalists and provide HCC with knowledge, insight and information about the red meat market in the regions covered by the lots.

### 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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

HCC shall be entitled to extend the term of this Agreement for up to two (2) periods of up to twenty four (24) months for the first period and up to twelve (12) months for the second, the first such period to commence on 1 April 2024

### 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

# II.2) Description

#### II.2.1) Title

In Market Representative - Denmark/Finland/Sweden

Lot No

4

## II.2.2) Additional CPV code(s)

• 79342000 - Marketing services

#### II.2.3) Place of performance

**NUTS** codes

• DK - Denmark

### II.2.4) Description of the procurement

HCC requires suppliers who can provide support services to HCC in the context of HCC's export development initiatives in certain regions within the EU. Each such region is covered by a different lot. Examples of the support services which may be required in relation to a lot are 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, support ongoing liaison between Welsh red meat exporting companies and relevant companies and agencies.

It is particularly important to HCC that successful tenderers will be able to provide a trade development link between HCC and purchasers (including importers, retailers, wholesalers and food service distributors), as well as work with agencies and journalists and provide HCC with knowledge, insight and information about the red meat market in the regions covered by the lots.

#### 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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

HCC shall be entitled to extend the term of this Agreement for up to two (2) periods of up to twenty four (24) months for the first period and up to twelve (12) months for the second, the first such period to commence on 1 April 2024.

### 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: Yes

# IV.2) Administrative information

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

Date

4 March 2022

Local time

12:00pm

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

English, Welsh

### 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

4 March 2022

Local time

12:00pm

Place

Aberystwyth

Information about authorised persons and opening procedure

tenders will be opened by Corporate Services Manager who has sole access to the mailbox and is not part of evaluation team

# **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=118220.

(WA Ref:118220)

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