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Tender

## **In Market Representative**

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2022/S 000-002941

Procurement identifier (OCID): ocids-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](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 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](mailto: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

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## **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**

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

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### **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

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This contract is subject to renewal

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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

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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: 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

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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=118220](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