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Tender

Marketing Services Outside The UK

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2022/S 000-002975

Procurement identifier (OCID): ocids-h6vhtk-031239

Published 2 February 2022, 12:55pm

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**

Marketing Services Outside The UK

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: £1,500,000

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

Marketing Services Outside The UK - 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

the support services which may be required in relation to a lot are the planning and purchasing of media, design and print services, online activity including web-site and social media content and posting 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

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

Marketing Services Outside The UK 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

the support services which may be required in relation to a lot are the planning and purchasing of media, design and print services, online activity including web-site and social media content and posting 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.

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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

Marketing Services Outside The UK - 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

the support services which may be required in relation to a lot are the planning and purchasing of media, design and print services, online activity including web-site and social media content and posting 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

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

Marketing Services Outside The UK - 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

the support services which may be required in relation to a lot are the planning and purchasing of media, design and print services, online activity including web-site and social media content and posting 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

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=118237.

(WA Ref:118237)

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