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Tender

AHDB Beef and Lamb Representative for Italy and Switzerland

AHDB

F02: Contract notice

Notice identifier: 2021/S 000-003141

Procurement identifier (OCID): ocids-h6vhtk-0293ac

Published 16 February 2021, 10:56pm

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

<https://defra.bravosolution.co.uk>

Buyer's address

<https://defra.bravosolution.co.uk>

I.3) Communication

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

<https://defra.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://defra.bravosolution.co.uk>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture and Horticulture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

AHDB Beef and Lamb Representative for Italy and Switzerland

Reference number

2020-468

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB Exports are looking for an Italian/English speaking representative to develop the Italian, Swiss and Maltese markets for British lamb and beef.

This will be for the contract period of 1 year with the option to extend for a further 2 periods of 12 months each. The successful representative will be responsible for increasing sales of British lamb and beef in its totality. However, there will be a focus on added value cuts. The successful representative/agent will have the expertise and experience to identify the right priority markets, and ability to devise the best local strategies to achieve effective market growth for British lamb and beef in the Italian, Swiss and Maltese market. There is a requirement for the Representative to live in Italy or Switzerland and evidence will be required, and must speak Italian and English.

II.1.5) Estimated total value

Value excluding VAT: 420,000 EUR

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- IT - ITALY

Main site or place of performance

Italy and Switzerland

II.2.4) Description of the procurement

The successful representative/agent will have the expertise and experience to identify the right priority markets, and ability to devise the best local strategies to achieve effective market growth for British lamb and beef in the Italian, Swiss and Maltese market.

The representative/agent must be based or have a commercial office in Italy or Switzerland, and there is a likelihood that a yearly trip to Malta will be part of the requirement.

Responsible for driving value and volume sales, the successful representative/agent will be expected to:

- Liaise closely with the AHDB Exports team, agree and update on activities and provide the latest market intelligence and insight
- Identify and develop priority markets for British lamb and beef within the Italian and Swiss markets
- Effectively maintain and build new relationships with relevant contact in the Italian market, and where appropriate work jointly with them to increase market exposure and demand for British lamb and beef
- Devise and implement effective local strategies to promote British lamb and beef aimed at increasing awareness and brand loyalty
- Act as a brand ambassador for British produce
- Liaise with central AHDB staff in areas such as media, PR, and digital

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: 420,000 EUR

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

Start date

1 July 2021

End date

30 June 2024

This contract is subject to renewal

No

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

7 May 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: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

7 May 2021

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Manager

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Email

procurement@ahdb.org.uk

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Defra

Nobel House, 17 Smith Square

Westminster, London

SW1P 3JR

Country

United Kingdom