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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): ocds-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](mailto: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

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## **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

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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

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

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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 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](mailto: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