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Contract

## **Representation work covering the Portuguese market on behalf of AHDB**

AHDB

F03: Contract award notice

Notice identifier: 2021/S 000-005687

Procurement identifier (OCID): ocds-h6vhtk-029da8

Published 19 March 2021, 10:56pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

#### **Email**

[sarah.jackson@ahdb.org.uk](mailto:sarah.jackson@ahdb.org.uk)

#### **Telephone**

+44 2476478600

#### **Country**

United Kingdom

#### **NUTS code**

UKG13 - Warwickshire

**Internet address(es)**

Main address

[www.ahdb.org.uk](http://www.ahdb.org.uk)

Buyer's address

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

**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**

Representation work covering the Portuguese market on behalf of AHDB

Reference number

2020-443

#### **II.1.2) Main CPV code**

- 79416000 - Public relations services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

AWARDED - AHDB Exports are looking for a Portuguese/French/English speaking representative to develop the Portuguese and sub-Saharan African markets for British lamb and beef. The successful representative must have the expertise and experience to identify the right priority markets, and the ability to devise the best local strategies to achieve effective market growth for British lamb and beef in the Portuguese and sub-Saharan African markets.

The successful representative will be responsible for increasing sales of quality assured British lamb and beef in Portugal and of 5th quarter items into sub-Saharan markets.

The contract will be for 2 years with the option to extend for a further 2 periods if required

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: 360,000 EUR

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- PT - PORTUGAL

Main site or place of performance

Portugal

#### **II.2.4) Description of the procurement**

AWARDED - AHDB Exports are looking for a Portuguese/French/English speaking representative to develop the Portuguese and sub-Saharan African markets for British lamb and beef. The successful representative must have the expertise and experience to identify the right priority markets, and the ability to devise the best local strategies to achieve effective market growth for British lamb and beef in the Portuguese and sub-Saharan African markets.

The successful representative will be responsible for increasing sales of quality assured British lamb and beef in Portugal and of 5th quarter items into sub-Saharan markets.

The contract will be for 2 years with the option to extend for a further 2 periods if required

#### **II.2.5) Award criteria**

Quality criterion - Name: RATIONALE & METHODOLOGY / Weighting: 85

Cost criterion - Name: Cost / Weighting: 15

#### **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 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.2.1) Previous publication concerning this procedure**

Notice number: [2020/S 247-615619](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

### **Contract No**

2020-443

### **Title**

Representation covering the Portuguese market on behalf of AHDB

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

12 March 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Green Seed Portugal

Rua Soares de Passos, 12, 5º, Lisboa, 1300-537, Portugal

Lisbon

1300-537

Country

Portugal

NUTS code

- PT - PORTUGAL

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: 360,000 EUR

Total value of the contract/lot: 360,000 EUR

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

AHDB

Stoneleigh Park

Kenilworth, Warwickshire

CV8 2LZ

Country

United Kingdom

Internet address

[www.ahdb.org.uk](http://www.ahdb.org.uk)

#### **VI.4.2) Body responsible for mediation procedures**

Defra

Nobel House, 17 Smith Square

Westminster, London

SW1P 3JR

Country

United Kingdom