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Tender

2023-657 AHDB PR and Marketing services for Asia

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2024/S 000-006613

Procurement identifier (OCID): ocids-h6vhtk-044483

Published 1 March 2024, 9:20am

Section I: Contracting authority

I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Contact

Sarah Waters

Email

sarah.waters@ahdb.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.3) Communication

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

<https://defra-family.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://defra-family.force.com/s/Welcome>

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

2023-657 AHDB PR and Marketing services for Asia

Reference number

C23407

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB intend to procure a Contract to a successful Supplier for the provision PR and Marketing services on behalf of AHDB (principally covering beef, lamb and pork, but also dairy products to a lesser extent) in Asia. The successful supplier/agency will be required to have the expertise and experience to identify the right priority markets and market segments, along with the ability to devise the best local strategy to achieve effective market growth in Asia. The successful supplier/agency must also have the language ability to converse in key target markets across Asia, as well as ensuring value for money for levy payers is provided.

The Contract is expected to commence on 3rd June 2024. The initial Contract duration is for 2 years with the option to extend (1+1) via single fixed terms. Estimated value is up to £500k per annum.

The electronic address at which the Procurement Documents have been made directly available by AHDB by electronic means is <https://defra-family.force.com/s/Welcome>. This is AHDB's e-Sourcing portal.

II.1.5) Estimated total value

Value excluding VAT: £2,000,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Asia

II.2.4) Description of the procurement

This is a new procurement exercise covering the Asian market, and therefore there is no existing contract details that can be shared. The successful supplier/agency will work closely with the AHDB Exports team to agree and update on activity and provide the latest market intelligence and insights. As the successful supplier/agency will be principally engaged on the beef, lamb and pork sectors (and possibly dairy), knowledge of these sectors would be an advantage.

AHDB requires the representative to provide a fully equipped and functioning office, including laptop, mobile phone and access to the internet in order to fulfil this contract.

Asia is a key market for high quality British pork, lamb and beef. The market is currently being developed and is at various stages across different markets. Dairy products are currently sold into high end retails and valuable food service sectors.

British beef, lamb, pork and dairy products are produced to the highest standards and are of the highest quality. AHDB is helping to develop an appetite for British meat and dairy products with wholesale, retail, and food service suppliers across Asia.

Key markets include:

- China
- Japan

Other markets to cover:

- Singapore
- Hong Kong
- Taiwan
- Philippines
- Vietnam
- Malaysia
- Korea

Quality Meat and Dairy From Britain is actively used around the world to show off quality, as is the PGI West Country beef and West Country lamb. Pig meat is also sold under the "Red Tractor" logo.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £2,000,000

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

Start date

3 June 2024

End date

2 June 2028

This contract is subject to renewal

Yes

Description of renewals

Initial contract period is for 2 years with the options to extend by 1+1

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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As per tender 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

9 April 2024

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: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

9 April 2024

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 payment will be used

VI.4) Procedures for review

VI.4.1) Review body

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

Procurement@ahdb.org.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

VI.4.2) Body responsible for mediation procedures

Defra Network eTendering Portal

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>