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Contract

AWARDED - Representation work on behalf of AHDB covering Poland and Czech Republic

AHDB

F03: Contract award notice

Notice identifier: 2021/S 000-006914

Procurement identifier (OCID): ocds-h6vhtk-02a273

Published 2 April 2021, 12:56am

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Email

sarah.jackson@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

<https://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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

AWARDED - Representation work on behalf of AHDB covering Poland and Czech Republic

Reference number

2020-445

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 is looking for a Polish/English speaking representative to develop the Polish, Hungarian, Finnish and Czech Republic market for British lamb and beef.

The successful representative 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 Polish, Hungarian, Finnish and Czech Republic market.

This will be for the contract period of 1 year with the options to extend for a further 3 periods of 12 months each. After this, the opportunity will be put out to tender again.

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: 680,000 EUR

II.2) Description

II.2.3) Place of performance

NUTS codes

- PL - POLAND

Main site or place of performance

Poland

II.2.4) Description of the procurement

Promotional campaigns and events aimed at the Polish and Czech Republic meat trade, butchery and food service sectors. We expect the delivery of at least five promotional events each financial year including food exhibitions.

Retail support activities. This may include in-store promotions at selected retail outlets and POS.

PR and advertising activities, including the production of promotional materials

Digital activity. This includes content management, content generation

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 85

Cost criterion - Name: Price / 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 247-615621](#)

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

Section V. Award of contract

Contract No

2020-445

Title

AHDB Representative for Poland and the Czech Republic (principally covering Beef and Lamb markets)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

24 March 2021

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

i-Blue Marketing Ltd

ul. Golebia 27

Podkowa Lesna

05-807

Country

Poland

NUTS code

- PL - POLAND

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: 680,000 EUR

Total value of the contract/lot: 680,000 EUR

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Stoneleigh Park

Kenilworth, Warwickshire

CV8 2TL

Country

United Kingdom