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Contract

Representation work for the Belgium market

AHDB

F03: Contract award notice

Notice identifier: 2021/S 000-007044

Procurement identifier (OCID): ocds-h6vhtk-02a2f5

Published 6 April 2021, 10:56pm

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Contact

Sarah Waters

Email

procurement@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

Representation work for the Belgium market

Reference number

2020-447

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

AWARDED - AHDB France works to develop awareness of Assurance and Quality schemes such as the Quality Standard Mark (QSM) for beef and lamb, Red Tractor and the Protected Geographical Indication (PGI) West Country (beef and lamb). To support this, AHDB requires the delivery of a comprehensive marketing and communication plan.

Representative must live in Belgium or have a commercially based office

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: 560,000 EUR

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- BE - BELGIUM

Main site or place of performance

Belgium

II.2.4) Description of the procurement

The Belgian retail market for lamb is small and mainly supplied with imported lamb. Nevertheless this market is open to more volumes and more added value in terms of marketing.

AHDB wishes to differentiate beef and lamb produced under assurance schemes with supporting brands such as the QSM – Agneau St George and Boeuf St George, Red Tractor and PGI West Country, possibly “Food is Great” or similar alternatives.

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 242-600262](#)

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

2020-447

Title

AWARDED - REPRESENTATION WORK FOR THE BELGIUM MARKET

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: 2

Number of tenders received from SMEs: 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

Business Solutions - Vivactis Benelux

57 Av. Gustave Demey, Auderghem, Belgium, 1160

Auderghem

1160

Country

Belgium

NUTS code

- BE - BELGIUM

The contractor is an SME

Yes

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

Total value of the contract/lot: 560,000 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

VI.4.2) Body responsible for mediation procedures

Defra

Noble House, 17 Smith Square

Westminster

SW1P 3JR

Country

United Kingdom