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Contract

## **PR Representation work covering Germany and Austria on behalf of AHDB**

AHDB

F03: Contract award notice

Notice identifier: 2021/S 000-007994

Procurement identifier (OCID): ocds-h6vhtk-02a6ab

Published 15 April 2021, 10:55pm

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

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

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

#### **Email**

[procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

#### **Telephone**

+44 2476478600

#### **Country**

United Kingdom

**NUTS code**

UKG13 - Warwickshire

**Internet address(es)**

Main 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**

PR Representation work covering Germany and Austria on behalf of AHDB

Reference number

2020-444

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

- 79416000 - Public relations services

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

Services

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

AWARDED - AHDB are looking for a German/English speaking representative to develop the market for British lamb and beef in the German and Austrian markets.

The successful representative must have the expertise and experience to identify the right priority markets, along with the ability to devise the best local strategies to achieve effective market growth for British lamb and beef within the German and Austrian markets.

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

NUTS codes

- DE - Germany

Main site or place of performance

Germany and Austria

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

Responsible for driving value and volume sales, the successful representative will be expected to:

- Liaise closely with the AHDB Exports team (based in the UK and in France), to agree and update on activity and provide the latest market intelligence and insights
- Identify and develop priority markets for British lamb and beef, and effectively maintain and build new relationships with relevant contacts in the German and Austrian market. 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, to act as brand ambassador for British produce.
- Liaise with central AHDB staff in areas such as media, PR and digital.

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

Quality criterion - Name: Quality / 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

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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.2.1) Previous publication concerning this procedure**

Notice number: [2020/S 247-615649](#)

#### **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**

2020-444

### **Title**

AWARDED - PR Representation in Germany and Austria on behalf of AHDB

A contract/lot is awarded: Yes

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

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

31 March 2021

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

Number of tenders received: 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**

Dr Tim Schafer

Compbachweg 44, Wachtberg, Nordrhein-Westfalen, 53343, Germany

Wachtberg

53343

Country

Germany

NUTS code

- DE - Germany

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: 560,000 EUR

Total value of the contract/lot: 560,000 EUR

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## **Section VI. Complementary information**

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

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

Defra

Noble House, 17 Smith Square

Westminster

SW1P 3JR ·

Country

United Kingdom