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Awarded contract

PR Representation work covering Germany and Austria on behalf of AHDB

AHDB

F03: Contract award notice

Notice reference: 2021/S 000-007994

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

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

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

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

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

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