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Tender

## **AHDB In-Market representative for Asia (covering Dairy products)**

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2024/S 000-008296

Procurement identifier (OCID): ocds-h6vhtk-0448db

Published 15 March 2024, 8:18am

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

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

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

#### **Contact**

Sarah Waters

#### **Email**

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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

AHDB In-Market representative for Asia (covering Dairy products)

Reference number

2023-677

#### **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 of an in-market representative for Asia (covering Dairy products). The successful representative will be required to deliver an agreed strategy, including delivering agreed promotions and events, an online and social media channel strategy, and connections and networking with potential customers and exporters for British Dairy. The aim is to increase awareness to help drive value and volume sales, as well as ensuring value for money for levy payers is provided.

#### **II.1.5) Estimated total value**

Value excluding VAT: £333,333

#### **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**

AHDB intend to procure a Contract to a successful Supplier for the provision of an in-market representative for Asia (covering Dairy products).. The successful representative will be required to deliver an agreed strategy, including delivering agreed promotions and events, an online and social media channel strategy, and connections and networking with potential customers and exporters for British Dairy. The aim is to increase awareness to help drive value and volume sales, as well as ensuring value for money for levy payers is provided. Estimated value is £100k per annum but this could change over the course of the contract.

The Contract is expected to commence on the 6th June 2024. The initial Contract duration is 2 years (with a break clause after year one if required) with the options to extend 1+1 via single terms. The extension may be a full or part time position depending on the requirements of AHDB and therefore we would like to be upfront and transparent about that at the beginning of this process.

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.2.5) Award criteria**

Quality criterion - Name: Technical / Weighting: 75

Price - Weighting: 25

#### **II.2.6) Estimated value**

Value excluding VAT: £333,333

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

Start date

10 June 2024

End date

9 July 2028

This contract is subject to renewal

No

#### **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

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### **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 specification documents

#### **III.2) Conditions related to the contract**

##### **III.2.2) Contract performance conditions**

As per specification documents

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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.2.2) Time limit for receipt of tenders or requests to participate**

Date

22 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

22 April 2024

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

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## **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.3) Additional information**

The successful representative will be required to cover market development work in the dairy sector in Asia. Knowledge of the wider gastronomy, retail and foodservice sectors would be an advantage as well as some of the key markets in the region.

### **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](mailto: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>