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Tender

2023-671 AHDB In-Market representative for the Gulf Corporation Council (GCC) (covering Dairy products)

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2024/S 000-009108

Procurement identifier (OCID): ocids-h6vhtk-044b04

Published 21 March 2024, 7:56am

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

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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2023-671 AHDB In-Market representative for the Gulf Corporation Council (GCC)
(covering Dairy products)

Reference number

2023-671

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 AHDB In-Market representative for the GCC (covering Dairy products). The successful supplier 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 annual contract value is £100k

The Contract is expected to commence on 5th 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.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.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Middle East

II.2.4) Description of the procurement

AHDB intend to procure a Contract to a successful Supplier for the provision of an AHDB In-Market representative for the GCC (covering Dairy products). The successful supplier 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.

The successful representative will be responsible for delivering 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 in the Middle East.

The successful representative will be expected to:

- Liaise closely with the AHDB Dairy Exports team, to agree and update on activity and provide the latest market intelligence and insights
- Identify and develop priority markets Saudi Arabia, Kuwait, Qatar
- To be located in an agreed market in GCC with a preference for Saudi Arabia but not exclusive to.
- Effectively maintain and build new relationships with relevant contacts in the GCC . Where appropriate, work jointly with them to increase market exposure and demand for British dairy products.
- Devise and implement effective local strategies to promote British dairy products aimed at increasing awareness and brand loyalty.
- Devise and help implement online and social media strategy in conjunction with AHDB Dairy & a social media company to raise awareness of British Dairy products.
- Support in-market exhibition activity.
- Liaise with AHDB staff in areas such as media, PR, digital.

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

5 June 2024

End date

4 June 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

II.2.14) Additional information

The successful representative will be required to cover market development work in the dairy sector in the Middle East. Knowledge of the wider gastronomy, retail and foodservice sectors would be an advantage as well as some of the key markets in the region. The Contract is expected to commence on 5th 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.

Section III. Legal, economic, financial and technical information

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As mentioned in the tender documents

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

12:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

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.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

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>