

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/010668-2025>

Contract

## **Representation work on behalf of AHDB covering the German and Austrian markets (principally covering lamb and beef)**

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

F03: Contract award notice

Notice identifier: 2025/S 000-010668

Procurement identifier (OCID): ocids-h6vhtk-04cdc3

Published 21 March 2025, 12:43pm

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

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

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

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.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Agriculture

---

## **Section II: Object**

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

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

Representation work on behalf of AHDB covering the German and Austrian markets (principally covering lamb and beef)

Reference number

2024-721

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

- 79342000 - Marketing 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, beef and pork 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)**

Lowest offer: 175,000 EUR / Highest offer: 525,000 EUR taken into consideration

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS codes

- DE - Germany

Main site or place of performance

Germany

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

AHDB are looking for a German/English speaking representative to develop the market for British lamb, beef and pork 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.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 85

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: [2025/S 000-000293](#)

---

## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

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

11 March 2025

#### V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: No

#### V.2.3) Name and address of the contractor

AllPro Management Company s. r. o.

?p. 63, Libá, 35131, Karovyvarske Kray, Czech Republic

Karovyvarske Kray

35131

Email

[schaefer@allpromanagement.cz](mailto:schaefer@allpromanagement.cz)

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08961794

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: 522,000 EUR

Total value of the contract/lot: 435,000 EUR

---

## **Section VI. Complementary information**

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

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

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

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**

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

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>