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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): ocds-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

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, Karovyvarsky Kray, Czech Republic

Karovyvarsky Kray

35131

Email

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

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