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Contract

Marketing Services Outside The UK: ME

Hybu Cig Cymru-Meat Promotion Wales

F03: Contract award notice

Notice identifier: 2022/S 000-014228

Procurement identifier (OCID): ocds-h6vhtk-02cc7a

Published 24 May 2022, 11:57am

Section I: Contracting authority

I.1) Name and addresses

Hybu Cig Cymru-Meat Promotion Wales

PO Box 176

Aberystwyth

SY23 2YA

Email

requsts@hybucig.cymru

Telephone

+44 1970625050

Country

United Kingdom

NUTS code

UKL1 - West Wales and the Valleys

Internet address(es)

Main address

<https://www.hybucig.cymru>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA24146

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Development and Promotion Of Welsh red meat

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing Services Outside The UK: ME

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

HCC requires tenderers who can provide support services to HCC in the context of HCC's export development initiatives in the Middle East (initially UAE and Qatar).

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: £120,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- AE - United Arab Emirates

Main site or place of performance

Middle East (initially UAE and Qatar).

II.2.4) Description of the procurement

HCC requires tenderers who can provide support services to HCC in the context of HCC's export development initiatives in the Middle East (initially UAE and Qatar). Examples of the support services which may be required are the planning and purchasing

of media, design and print services, online activity including web-site and social media development and management, and ongoing liaison with Welsh red meat exporting companies and relevant agencies. The successful supplier will also be required to prepare a detailed campaign strategy.

II.2.5) Award criteria

Quality criterion - Name: campaign strategy / Weighting: 35

Quality criterion - Name: key messages / Weighting: 20

Quality criterion - Name: brand guidelines / Weighting: 20

Quality criterion - Name: project management / Weighting: 15

Quality criterion - Name: measuring outcomes / Weighting: 5

Quality criterion - Name: skills and experience / Weighting: 5

Price - Weighting: 100

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

contract value is for the whole period of the contract, including extensions. Anticipated annual value = GBP35,000

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: [2021/S 000-017676](#)

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

18 October 2021

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Ymakan FZ LLC

Fujairah Creative Tower , POBox 4422

Fujairah

4422

Telephone

+97 1544341919

Country

United Arab Emirates

NUTS code

- AE - United Arab Emirates

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: £175,000

Lowest offer: £125,000 / Highest offer: £150,000 taken into consideration

Section VI. Complementary information

VI.3) Additional information

(WA Ref:115278)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom