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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): ocids-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](mailto: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](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

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## **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

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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.2.1) Previous publication concerning this procedure**

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

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## **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

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## **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