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Tender

Marketing Services Outside The UK: ME

Hybu Cig Cymru-Meat Promotion Wales

F02: Contract notice

Notice identifier: 2021/S 000-017676

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

Published 26 July 2021, 3:04pm

Section I: Contracting authority

I.1) Name and addresses

Hybu Cig Cymru-Meat Promotion Wales

PO Box 176

Aberystwyth

SY23 2YA

Email

requets@hybucig.cymru

Telephone

+44 1970625050

Country

United Kingdom

NUTS code

UKL1 - West Wales and the Valleys

Internet address(es)

Main address

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.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://meatpromotion.wales/en/about/corporate-information/procurement/new-opportunities>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the following address:

Hybu Cig Cymru-Meat Promotion Wales

Aberystwyth

Contact

Bryan Regan

Email

requests@hybucig.cymru

Country

United Kingdom

NUTS code

UKL1 - West Wales and the Valleys

Internet address(es)

Main address

<https://meatpromotion.wales>

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.1.5) Estimated total value

Value excluding VAT: £175,000

II.1.6) Information about lots

This contract is divided into lots: No

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 September 2021

End date

31 March 2023

This contract is subject to renewal

Yes

Description of renewals

HCC shall be entitled to extend the terms of this Agreement for up to two (2) periods of up to twenty four (24) months

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

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

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement 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

30 August 2021

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

30 August 2021

Local time

12:00pm

Place

Aberystwyth

Information about authorised persons and opening procedure

mailbox controlled by Corporate Services Manager who is not part of evaluation team.
Mailbox will be opened post the deadline and responses distributed to evaluation team

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=112704.

(WA Ref:112704)

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