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Contract

AHDB Beef and Lamb Representative for Italy and Switzerland

AHDB

F03: Contract award notice

Notice identifier: 2021/S 000-018691

Procurement identifier (OCID): ocids-h6vhtk-0293ac

Published 3 August 2021, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Email

sarah.waters@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

<https://defra.bravosolution.co.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture and Horticulture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

AHDB Beef and Lamb Representative for Italy and Switzerland

Reference number

2020-468

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB Exports are looking for an Italian/English speaking representative to develop the Italian, Swiss and Maltese markets for British lamb and beef.

This will be for the contract period of 1 year with the option to extend for a further 2

periods of 12 months each. The successful representative/agent will have the expertise and experience to identify the right priority markets, and ability to devise the best local strategies to achieve effective market growth for British lamb and beef in the Italian, Swiss and Maltese market.

The representative/agent must be based or have a commercial office in Italy or Switzerland, and there is a likelihood that a yearly trip to Malta will be part of the requirement.

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: £119,000 / Highest offer: £358,000 taken into consideration

II.2) Description

II.2.3) Place of performance

NUTS codes

- IT - Italy

Main site or place of performance

Italy

II.2.4) Description of the procurement

Responsible for driving value and volume sales, the successful representative/agent will be expected to:

Liaise closely with the AHDB Exports team, agree and update on activities and provide the latest market intelligence and insight

Identify and develop priority markets for British lamb and beef within the Italian and Swiss markets

Effectively maintain and build new relationships with relevant contact in the Italian market, and where appropriate work jointly with them to increase market exposure and demand for British lamb and beef

Devise and implement effective local strategies to promote British lamb and beef aimed at

increasing awareness and brand loyalty

Act as a brand ambassador for British produce

Liaise with central AHDB staff in areas such as media, PR, and digital

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 75

Price - Weighting: 25

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: [2021/S 000-003141](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

Contract No

2020-468

Title

Contract for the Provision of Representation work covering Beef and Lamb in Italy and Switzerland on behalf of AHDB

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 June 2021

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Jeff Martin sagl

Via Piotti 4; 6833

Vacallo

6091

Country

Switzerland

NUTS code

- CH - Switzerland

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £358,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Stoneleigh Park

Kenilworth, Warwickshire

CV8 2TL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Defra

Noble House, 17 Smith Square, London

Westminster

SW1P 3JR

Country

United Kingdom