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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): ocds-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](mailto: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

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**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

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## **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