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Tender

Public Relations Services for the British Council in the Middle East and North Africa

British Council

F02: Contract notice

Notice identifier: 2022/S 000-023085

Procurement identifier (OCID): ocids-h6vhtk-03603f

Published 19 August 2022, 11:01am

Section I: Contracting authority

I.1) Name and addresses

British Council

Omran Tower

Sharjah

Email

Manjari.Parashar@britishcouncil.org

Country

United Arab Emirates

NUTS code

AE - United Arab Emirates

Internet address(es)

Main address

www.britishcouncil.org

I.3) Communication

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

<https://in-tendhost.co.uk/britishcouncil>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/britishcouncil>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Registered Charity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Public Relations Services for the British Council in the Middle East and North Africa

Reference number

BC/02537

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

The British Council in the Middle East and North Africa is seeking to contract reputable agencies specialised in the provision of public relations services; and requires a Pool of small, medium and large PR agencies with either regional PR expertise for MENA or country level PR expertise for one of the seventeen countries in which we operate in the MENA region under a multi-provider framework agreement. We would encourage all PR agencies (small/ medium/large sized) to participate in this tender exercise. Services procured will assist the British Council Marketing and Communications team service key programme and business activity across the Middle East and North Africa. Through this work selected agencies will ensure the British Council is able to deliver full service public relations from PR strategy development to implementation and evaluation for all business units (cultural engagement, teaching centres, exams).

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description**II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 32000000 - Radio, television, communication, telecommunication and related equipment
- 22000000 - Printed matter and related products
- 73000000 - Research and development services and related consultancy services
- 48000000 - Software package and information systems

II.2.3) Place of performance

NUTS codes

- AE - United Arab Emirates

II.2.4) Description of the procurement

The British Council in the Middle East and North Africa is seeking to contract reputable agencies specialised in the provision of public relations services; and requires a Pool of small, medium and large PR agencies with either regional PR expertise for MENA or

country level PR expertise for one of the seventeen countries in which we operate in the MENA region under a multi-provider framework agreement. We would encourage all PR agencies (small/ medium/large sized) to participate in this tender exercise.

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The contract duration will be of two (2) years, with an option to extend once for 2 twelve-month periods subject to an annual review after the two (2) year period

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

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

23 September 2022

Local time

4:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

24 September 2022

Local time

2:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

If you are interested in expressing an interest and/or bidding for this project, please go to <https://in-tendhost.co.uk/britishcouncil> . You may then have to register your company before you can express an interest for this project and get access the documents.

VI.4) Procedures for review

VI.4.1) Review body

British Council

London

Country

United Kingdom