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Tender

## **B2B awareness & product distribution campaign – Via a Consolidator in India**

VisitBritain/VisitEngland

F02: Contract notice

Notice identifier: 2021/S 000-023344

Procurement identifier (OCID): ocids-h6vhtk-02e2a3

Published 20 September 2021, 3:51pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

#### **Contact**

Alejandra Arroyo

#### **Email**

[alejandra.arroyo@visitbritain.org](mailto:alejandra.arroyo@visitbritain.org)

#### **Country**

United Kingdom

#### **NUTS code**

UKI3 - Inner London – West

**Internet address(es)**

Main address

[www.visitbritain.org](http://www.visitbritain.org)

Buyer's address

<https://visitbritain.force.com/s/Welcome>

**I.3) Communication**

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

<https://visitbritain.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://visitbritain.force.com/s/Welcome>

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

**I.4) Type of the contracting authority**

National or federal Agency/Office

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

B2B awareness & product distribution campaign – Via a Consolidator in India

#### **II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

B2B awareness & product distribution campaign – Via a Consolidator in India

#### **II.1.5) Estimated total value**

Value excluding VAT: £300,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79341400 - Advertising campaign services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

#### **II.2.4) Description of the procurement**

B2B awareness & product distribution campaign – Via a Consolidator in India

#### **II.2.5) Award criteria**

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

**II.2.6) Estimated value**

Value excluding VAT: £300,000

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

Duration in months

18

This contract is subject to renewal

Yes

Description of renewals

Initial Term of 6 months, 1 optional renewal for 12 months maximum

**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

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**Section III. Legal, economic, financial and technical information**

**III.1) Conditions for participation**

**III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Detailed in the Invitation To Tender. Technical capability.

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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: No

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 October 2021

#### **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**

Tender must be valid until: 31 March 2022

#### **IV.2.7) Conditions for opening of tenders**

Date

20 September 2021

Local time

6:00pm

Place

Online - eSourcing via Atamis

Information about authorised persons and opening procedure

Free of charge, easy to access tender documentation.

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)

#### **VI.4.2) Body responsible for mediation procedures**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)

**VI.4.4) Service from which information about the review procedure may be obtained**

VisitBritain/VisitEngland

3 Grosvenor Gardens, Victoria

London

SW1W 0BD

Email

[procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Country

United Kingdom

Internet address

[www.visitbritain.org](http://www.visitbritain.org)