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Award

Agent to provide representation of Pork on behalf of AHDB in Mexico

AHDB

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-024676

Procurement identifier (OCID): ocds-h6vhtk-02e7d1

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Section I: Contracting authority/entity

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

<https://ahdb.org.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

Agent to provide representation of Pork on behalf of AHDB in Mexico

Reference number

2021-517

II.1.2) Main CPV code

- 79416100 - Public relations management services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB Exports is looking for a Spanish/English speaking representative/agent to develop the Mexican market for British pork on their behalf.

The successful representative will be principally engaged on the pork sector, but some

knowledge on beef and sheep sectors would be an advantage. AHDB are working towards access to provide British Beef and Lamb into Mexico, if and when permission is granted, there may be the possibility of additional work covering these products, and therefore it would be an advantage if suppliers had knowledge of this market also.

The successful representative must have the expertise and experience to identify the right priority Mexican States, and ability to devise the best strategies to achieve effective market growth for British Pork within the Mexican market.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £21,750

II.2) Description

II.2.2) Additional CPV code(s)

- 79416100 - Public relations management services

II.2.3) Place of performance

NUTS codes

- MX - Mexico

Main site or place of performance

Mexico

II.2.4) Description of the procurement

The AHDB representative/agent requirements for the Mexican market include, but are not limited to:

- Liaise effectively with the UK-based AHDB Export Manager for North America by regular telephone, email and face-to-face communication (when possible after travel restrictions are lifted). Once lifted, this may require foreign travel to AHDB Head Office or to major food events (e.g. SIAL Paris, Anuga) for meetings. The total number of face-to-face meetings, including at events, is expected to be a minimum of two per year (pre pandemic estimation). Obviously this is subject to change in the current climate, and therefore any KPI's set against this will be flexible.

- Build and maintain effective relationships with pork exporters, agents, representatives, importers, distributors, food service operators and retailers. As appropriate, work jointly with these contacts to successfully deliver promotional activities on behalf of AHDB.
- Create and expand the commercial platform for AHDB as a British Meat Exporter. This includes close liaison with Mexican retailers and distributors.
- To open three accounts on the most popular social media platforms in Mexico for the food/meat sector. To be agreed with AHDB's Export Manager.
- Development and delivery of a yearly activity plan, following agreement with the relevant AHDB assigned Manager. This must show the nature of activity and timings, along with provisional costs (again agreed with the assigned Manager). The yearly plan must be aligned to AHDB's financial year (April to March) and normally produced in Q3 and agreed in Q4 of the previous financial year (obviously this will not be the case in year one due to timings and release of tender. For year one the ti

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 85

Cost criterion - Name: Price / Weighting: 15

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

This opportunity was advertised on Contracts Finder due to the value being under threshold, and no advantage advertising on FTS due to the opportunity being in Mexico, therefore the European reach would have provided little or no interest. Known agents (advised by DIT) in Mexico were contacted to notify of the opportunity, but after being out to tender, there were no submissions at closing date.

This agency has associates in Mexico and can therefore reach the target market required to fulfil this contract. The contract is required to start in October and will cover one years work only. During this time, AHDB will work on another specification for this opportunity. With travel restrictions being lifted, hopefully AHDB stakeholders will be able to travel and meet with agencies face to face, which will lead to better contacts for the next time this opportunity is released out into the market. This VEAT notice is for transparency only, due to being under value, not legally required, but AHDB wanted to be upfront and open about this award for a year.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

Section V. Award of contract/concession

Contract No

2021-517

Title

Agent for Mexico pork on behalf of AHDB

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

28 September 2021

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Avance Comunicacion

Paseo de la Castellana 91, 4-1, 28046

Madrid

Country

Spain

NUTS code

- ES - Spain

The contractor/concessionaire is an SME

Yes

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

Lowest offer: £21,750 / Highest offer: £87,000 taken into consideration

V.2.5) Information about subcontracting

The contract/lot/concession is likely to be subcontracted

Section VI. Complementary information

VI.3) Additional information

To cover one year only, value under threshold, VEAT notice is for transparency of award. This opportunity was advertised on Contracts Finder, and also 5 agents in Mexico were

sent the link to the opportunity, but on closing date, there were no submissions. Due to the urgency of the start of this project, an agency has been sourced to work on this contract for one year only, in the meantime we will revise the specification and go back out to market to try and find an agency based in Mexico to fulfil this contract. As travel restrictions are lifted, this will give better access for AHDB stakeholders to travel to Mexico and speak and meet with PR agents in person, which should help to generate more interest for next time this opportunity is put out to market, and for a longer period than the year that is to be covered by this VEAT. A full procurement procedure has been followed by advertising on Contracts Finder for this under threshold value project.

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

Nobel House 17 Smith Square

London

SW1P 3JR

Country

United Kingdom