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Tender

## **FY2324 China Exams branding strategy, creative content, and social engagement**

British Council China

F02: Contract notice

Notice identifier: 2023/S 000-025410

Procurement identifier (OCID): ocids-h6vhtk-03f7e1

Published 30 August 2023, 10:19am

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

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

British Council China

Landmark Office Building 1, No.8 East Third Ring Road, Chaoyang District, Beijing, China

China Beijing

#### **Email**

[Fang.Niu@britishcouncil.org.cn](mailto:Fang.Niu@britishcouncil.org.cn)

#### **Country**

China

#### **NUTS code**

CN - China

#### **Internet address(es)**

Main address

[www.britishcouncil.org](http://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.aspx/Home>

Additional information can be obtained from the above-mentioned address

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

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

Other type

China WFOE entity

### **I.5) Main activity**

Other activity

Advertising and Marketing

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## **Section II: Object**

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

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

FY2324 China Exams branding strategy, creative content, and social engagement

Reference number

BC/03076

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

- 79340000 - Advertising and marketing services

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

Services

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

The successful bidder is expected to deliver the China exams branding strategy to ensure the effective marketing communication for next one to two years.

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

This contract is divided into lots: No

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

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

- 79340000 - Advertising and marketing services

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

NUTS codes

- CN - China

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

The successful bidder is expected to deliver the China exams branding strategy to ensure the effective marketing communication for next one to two years.

### **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

12

This contract is subject to renewal

Yes

Description of renewals

up to additional 12 months extension

### **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 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

28 September 2023

Local time

9:00am

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

English

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

Date

28 September 2023

Local time

10:00am

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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**

British Council

London

Country

United Kingdom