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Planning

## **F062/2020/2021 – Food Sector Development Framework Agreement**

Welsh Government

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-026370

Procurement identifier (OCID): ocds-h6vhtk-02ee6f

Published 21 October 2021, 11:35am

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

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

Welsh Government

Corporate Procurement Services, Cathays Park

Cardiff

CF10 3NQ

#### **Email**

[CPSProcurementAdvice@gov.wales](mailto:CPSProcurementAdvice@gov.wales)

#### **Telephone**

+44 3000257095

#### **Country**

United Kingdom

**NUTS code**

UKL - Wales

**Internet address(es)**

Main address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0007](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007)

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0007](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://etenderwales.bravosolution.co.uk/web/login.shtml>

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

Ministry or any other national or federal authority

**I.5) Main activity**

General public services

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

F062/2020/2021 – Food Sector Development Framework Agreement

Reference number

F062/2020/2021

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

- 92000000 - Recreational, cultural and sporting services

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

Services

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

This Food Sector Development Framework Agreement is required to support and deliver a wide range of contracts, programmes and activities (including business development, export, and other specialist Food service) throughout Wales, the UK & Internationally as well as business-to-business on a global basis. Food and Drink is a priority sector for the Welsh Government and this framework is essential to support achievement of our strategic vision, to provide a continued development of support programmes, assisting the industry to grow, innovate and move in positive new directions, ensuring Wales takes a prominent position in the market place for food.

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

Value excluding VAT: £30,000,000

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

This contract is divided into lots: Yes

## **II.2) Description**

### **II.2.1) Title**

Specialist F&D Business Support & Development Programmes

Lot No

1

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

- 92000000 - Recreational, cultural and sporting services

- 15000000 - Food, beverages, tobacco and related products
- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services
- 03000000 - Agricultural, farming, fishing, forestry and related products
- 73000000 - Research and development services and related consultancy services
- 75210000 - Foreign affairs and other services

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

NUTS codes

- UKL - Wales

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

Deliver advice and support which suit the needs of new business creations, micro, small, medium and large businesses in developing their products and services. Develop a number of innovative programmes and activities. Ensuring businesses partake and benefit from these activities and are in a position to take advantage of opportunities that might arise.

### **II.2.14) Additional information**

It is anticipated that the value for this Lot will range between GBP 2.5 million - 9.3 million.

## **II.2) Description**

### **II.2.1) Title**

Specialist F&D Consultancy Events and Showcase Management

Lot No

2

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

- 92000000 - Recreational, cultural and sporting services
- 15000000 - Food, beverages, tobacco and related products
- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services
- 03000000 - Agricultural, farming, fishing, forestry and related products

- 73000000 - Research and development services and related consultancy services
- 75210000 - Foreign affairs and other services

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

NUTS codes

- UKL - Wales

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

Deliver a strong Welsh presence at key UK, International trade and consumer events, providing an environment where trade buyers, consumers, distributors, Inward Investors, press and media can learn more about Wales' food and drink industry. Raise the profile of the industry in line with the Cymru/Wales brand and the Blas Cymru / Taste Wales branding, enabling Welsh companies to directly engage with potential clients to generate new sales

### **II.2.14) Additional information**

It is anticipated that the value for this Lot will range between GBP 700,000 - 2 million.

## **II.2) Description**

### **II.2.1) Title**

Specialist F&D Export Consultancy & Trade Development

Lot No

3

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

- 92000000 - Recreational, cultural and sporting services
- 15000000 - Food, beverages, tobacco and related products
- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services
- 03000000 - Agricultural, farming, fishing, forestry and related products
- 73000000 - Research and development services and related consultancy services
- 75210000 - Foreign affairs and other services

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

NUTS codes

- UKL - Wales

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

Deliver specialist export advisory support to Welsh-based food and drink businesses to develop their international sales, and to help maximise their chances of export success. Manage the Food and Drink Wales Export Cluster. Deliver a series of highly tailored Trade Development Visits.

### **II.2.14) Additional information**

It is anticipated that the value for this Lot will range between GBP 1.1million - 4.8 million.

## **II.2) Description**

### **II.2.1) Title**

Specialist F&D Marketing, Public Relations and Copywriting Services

Lot No

4

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

- 92000000 - Recreational, cultural and sporting services
- 15000000 - Food, beverages, tobacco and related products
- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services
- 03000000 - Agricultural, farming, fishing, forestry and related products
- 73000000 - Research and development services and related consultancy services
- 75210000 - Foreign affairs and other services

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

NUTS codes

- UKL - Wales

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

Raise the profile of the 'Bwyd a Diod Cymru / Food and Drink Wales' identity as priority

so that industry, buyers and investors are aware of the high quality, safe products that Wales has to offer in the UK and internationally. Promoting and generating as much coverage as possible the successes of our producers,; this includes maximising the impact of Blas Cymru / Taste Wales as a brand.

#### **II.2.14) Additional information**

It is anticipated that the value for this Lot will range between GBP 500,000 - 1.5 million.

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

#### **II.2.1) Title**

Specialist F&D Research, Analysis and Evaluation

Lot No

5

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

- 92000000 - Recreational, cultural and sporting services
- 15000000 - Food, beverages, tobacco and related products
- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services
- 03000000 - Agricultural, farming, fishing, forestry and related products
- 73000000 - Research and development services and related consultancy services
- 75210000 - Foreign affairs and other services

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

NUTS codes

- UKL - Wales

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

Provide research, evaluation, analysis and specialist services to create robust credible evidence to support the development of strategy and policy for the food and drink sectors and its connections with other related issues and sectors.

#### **II.2.14) Additional information**

It is anticipated that the value for this Lot will range between GBP 900,000 - 3.9 million.

## **II.2) Description**

### **II.2.1) Title**

Specialist F&D Trade Engagement and Category Management

Lot No

6

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

- 92000000 - Recreational, cultural and sporting services
- 15000000 - Food, beverages, tobacco and related products
- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services
- 03000000 - Agricultural, farming, fishing, forestry and related products
- 73000000 - Research and development services and related consultancy services
- 75210000 - Foreign affairs and other services

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

NUTS codes

- UKL - Wales

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

Proactively engage with food and drink buyer organisations to build and understanding of buying organisations policies and plans. Explore opportunities for sourcing Welsh products encouraging buyers to attend Royal Welsh Show Business lounge enabling producers to meet with buyers and secure new business. Provide group and individual support so that Welsh suppliers can understand category management process to assist with trade development plans.

### **II.2.14) Additional information**

It is anticipated that the value for this Lot will range between GBP 1.8 million - 5.5 million.

## **II.2) Description**



### **II.2.1) Title**

Specialist F&D Consulting: Future Foods

Lot No

7

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

- 92000000 - Recreational, cultural and sporting services
- 15000000 - Food, beverages, tobacco and related products
- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services
- 03000000 - Agricultural, farming, fishing, forestry and related products
- 73000000 - Research and development services and related consultancy services
- 75210000 - Foreign affairs and other services

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

NUTS codes

- UKL - Wales

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

Develop and support novel innovative products and processes targeted at UK and international markets, providing expertise in food science, technology, manufacturing, supply chain, nutrition, research and development. Support Welsh Government and businesses to adapt to critical and emerging supply chain issues and cross cutting issues by exploring innovative, novel, science and other technology based solutions.

### **II.2.14) Additional information**

It is anticipated that the value for this Lot will range between GBP 1 million - 3 million.

### **II.3) Estimated date of publication of contract notice**

1 January 2022

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

It is anticipated the Food Sector Development Framework Agreement value will range between GBP 8.3 million - 30 million. The figure stated in section II.1 of this notice is the maximum total value for the potential four year term of the framework agreement. The total value and the Lot values stated are an indication of the anticipated spend for each Lot throughout the duration of the framework agreement, including the optional 1 year extension (4 years in total). They are not a guaranteed budget.

A PIN Market Engagement event will be held 3 November 2021, 1:45pm to 3.30pm prior to the tender opportunity being published and will be an opportunity for all interested contractors to be informed of and discuss the new framework. Please see attached document for further details and guidance of how to register for the online event.

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

[https://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=113768](https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=113768).

(WA Ref:113768)