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Tender

## **2023 British Council China Exams annual agency for search media optimization**

British Council China

F02: Contract notice

Notice identifier: 2023/S 000-029475

Procurement identifier (OCID): ocds-h6vhtk-040872

Published 6 October 2023, 8:59am

### **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**

[junru.li@britishcouncil.org](mailto:junru.li@britishcouncil.org)

#### **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/asp/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**

2023 British Council China Exams annual agency for search media optimization

Reference number

BC/03149

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

- 79340000 - Advertising and marketing services

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

Services

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

The British Council China is seeking proposals to search media optimization (SMO) and expects the successful bidder to look after the SMO to support British Council to ensure the smooth delivery.

#### **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 British Council China is seeking proposals to search media optimization (SMO) and expects the successful bidder to look after the SMO to support British Council to ensure

the smooth delivery.

### **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

n/a

### **II.2.10) Information about variants**

Variants will be accepted: Yes

### **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

30 October 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

30 October 2023

Local time

9:00am

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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