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Tender

Representation for AHDB in the Netherlands principally covering Beef and Lamb markets

AHDB

F02: Contract notice

Notice identifier: 2022/S 000-033150

Procurement identifier (OCID): ocds-h6vhtk-03877a

Published 23 November 2022, 8:29am

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

Region code

UKG13 - Warwickshire

Internet address(es)

Main address

<https://defra.bravosolution.co.uk/>

Buyer's address

<https://defra.bravosolution.co.uk/>

I.3) Communication

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

<https://defra.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://defra.bravosolution.co.uk/>

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

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

Representation for AHDB in the Netherlands principally covering Beef and Lamb markets

Reference number

2022-553

II.1.2) Main CPV code

- 98112000 - Services furnished by professional organisations

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB Exports is looking for a Dutch/English speaking representative to develop the Dutch/Belgium and Scandinavian markets for British lamb and beef.

The successful representative will have the expertise and experience to identify the right priority markets, and ability to devise the best local strategies to achieve effective market growth for British lamb and beef in the selected markets.

It is a mandatory requirement that the successful representative speaks English and Dutch, and lives or has a commercial office based in the Netherlands.

The contract starts 1st April 2023 for one year, with the option to extend for a further 2 periods of 12 months each.

Value is estimated 84,000 EUROS per annum, approx £75 POUNDS STERLING

II.1.5) Estimated total value

Value excluding VAT: £225,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- DK - Denmark

Main site or place of performance

The Netherlands

II.2.4) Description of the procurement

The Contract will be awarded to Provider who will deliver some or all of the following services:

- Driving value and volume sales in the Netherlands
- Liaise closely with the AHDB Exports team to agree and update on activity and provide the latest market intelligence and insights.
- Identify and develop priority markets for British lamb and beef.
- Effectively maintain and build new relationships with relevant contracts in the selected markets. Where appropriate, work jointly with them to increase market exposure and demand for British lamb and beef.
- Devise and implement effective local strategies to promote British lamb and beef aimed at increasing awareness and brand loyalty.
- Act as a brand ambassador for British produce.
- Liaise with central AHDB staff in areas such as media, PR, digital.

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: £225,000

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

Start date

1 April 2023

End date

31 March 2026

This contract is subject to renewal

Yes

Description of renewals

The initial contract is for 1 year with options to extend for 2 periods of 12 months each

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

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

As per specification documents

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As per specification documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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

12 January 2023

Local time

12:00pm

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

12 January 2023

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Opened by Procurement Managers

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

AHDB

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Kenilworth

CV8 2LZ

Country

United Kingdom