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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](mailto: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

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## **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

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## **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

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## **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

Stoneleigh Park

Kenilworth

CV8 2LZ

Country

United Kingdom