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Tender

Representation work on behalf of AHDB covering the Belgium market (principally for beef and lamb)

AHDB (Defra Network eTendering Portal)

F02: Contract notice
Notice identifier: 2024/S 000-039397
Procurement identifier (OCID): ocds-h6vhtk-04c2e9
Published 6 December 2024, 11:28am

Section I: Contracting authority

I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board

Buyer's address

https://defra-family.force.com/s/Welcome

I.3) Communication

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

https://defra-family.force.com/s/Welcome

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

Body governed by public law

I.5) Main activity

Other activity

Agriculture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Representation work on behalf of AHDB covering the Belgium market (principally for beef and lamb)

Reference number

2024-694

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB intend to procure a Contract to a successful Agency/Representative to work for AHDB by developing awareness of British beef, lamb and pork products in Belgium. The successful agency/representative must be based or have a commercial office in Belgium. AHDB works to develop awareness of British beef, lamb and pork products, based around its 'Quality meat/beef/lamb/pork from Britain' branding. To support this, AHDB requires the delivery of a comprehensive business development, marketing and communication plan, in both in the food service sector and in the retail sector .
Closing date for this tender opportunity is NOON on the 22nd January 2025
Initial contract is for 1 year with options to extend by 1+1
The electronic address at which the Procurement Documents have been made directly available by AHDB by electronic means is https://defra-family.force.com/s/Welcome. This is AHDB's e-Sourcing portal.

II.1.5) Estimated total value

Value excluding VAT: £390,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Belgium

II.2.4) Description of the procurement

AHDB intend to procure a Contract to a successful Agency/Representative to work for AHDB by developing awareness of British beef, lamb and pork products in Belgium. The successful agency/representative must be based or have a commercial office in Belgium. AHDB works to develop awareness of British beef, lamb and pork products, based around its 'Quality meat/beef/lamb/pork from Britain' branding. To support this, AHDB requires the delivery of a comprehensive business development, marketing and communication plan, in both in the food service sector and in the retail sector .
1) A market map, identifying market volumes, key channels of distribution, key suppliers into that market and from where they source their products

2) A plan of brand marketing and business development activity to the audience of distributors, wholesalers, restauranteurs and retailers, encompassing innovative and efficient tools allowing regular contacts with these operators (newsletter, portable apps, receptions etc) .The objective is to strengthen the link of AHDB with key importers / wholesalers / retailer in the Belgian market.

The plan of field marketing activities should involve the main English exporters, as well as importers and suppliers serving the Belgian market including those serving the market with UK lamb operating from France. The objective is to add value to beef, lamb and pork sales by product differentiation at point of sale.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 85

Price - Weighting: 15

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

Start date

1 April 2025

End date

31 March 2028

This contract is subject to renewal

Yes

Description of renewals

1 year contract with 1+1 options to extend

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 tender documents

III.1.2) Economic and financial standing

List and brief description of selection criteria

As per tender documents

III.1.3) Technical and professional ability

List and brief description of selection criteria

As per tender documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As per tender documents

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

22 January 2025

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

22 January 2025

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

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

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

procurement@ahdb.org.uk

Country

United Kingdom

Internet address

https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board

VI.4.2) Body responsible for mediation procedures

Defra Network eTendering Portal

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs