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Not applicable

## **PR and Event agency requirement in the food sector (Paris region) for AHDB**

AHDB (Defra Network eTendering Portal)

F14: Notice for changes or additional information

Notice identifier: 2024/S 000-039914

Procurement identifier (OCID): ocds-h6vhtk-04b487

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### **Section I: Contracting authority/entity**

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

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

#### **Contact**

Sarah Waters

#### **Email**

[procurement@ahdb.org.uk](mailto: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>

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

PR and Event agency requirement in the food sector (Paris region) for AHDB

Reference number

2024-713

#### **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 Supplier for the provision of a PR and Event Agency in the food sector (Paris region).

required from the successful supplier mainly for the events below:

Top Pros – occurs once a year in October, with the aim at inviting head butchers from supermarkets, who sell St George lamb and organise in-store activities/activations.

Escoffier – an exclusive culinary event organised by the Disciples Escoffier International.

Example of tasks would be drafting and creating press kits and press releases, drafting and creating invitations, distribution and follow-up/confirmation, establishing press files and identifying influencers etc.

Submission are to be in French and it is preferable for the supplier/agency to be located in Paris, France

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2024/S 000-036018](#)

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## **Section VII. Changes**

### **VII.1) Information to be changed or added**

### **VII.2) Other additional information**

It would be preferable if the successful supplier/agency is based in Paris, France.  
Submissions are to be in French