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Award

CBBC Launchpad 2 - Second resource in China pork market

Agriculture and Horticulture Development Board

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-080874

Procurement identifier (OCID): ocds-h6vhtk-05f156 ([view related notices](#))

Published 9 December 2025, 8:47am

Scope

Reference

STA10255

Description

Direct award - Only supplier who can provide this membership.

To ensure continuity in on the ground support for the UK

sector on the Chinese market a second launchpad is being procured through our membership of CBBC, This launchpad provides the required platform for an

additional resource to support the work of AHDB on behalf of the sector on the ground in China. The second resource

will compliment the first launch and have more of focus and insight into policy, relationships and market access

requirements to both maintain and broaden the scope of the market for UK pork and pig meat products.

Contract 1. CBBC Launchpad 2 - Second resource in China pork market

Supplier

- China Britain Business Council

Contract value

- £132,000 excluding VAT
- £165,000 including VAT

Below the relevant threshold

Award decision date

8 December 2025

Earliest date the contract will be signed

9 December 2025

Contract dates (estimated)

- 10 December 2025 to 30 November 2027
- 1 year, 11 months, 22 days

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- CN - China

Procedure

Procedure type

Below threshold - without competition

Supplier

China Britain Business Council

16 Smith Square

London

SW1P 3HQ

United Kingdom

Email: enquiries@cbbc.org

Website: <https://www.cbbc.org/>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. CBBC Launchpad 2 - Second resource in China pork market

Contracting authority

Agriculture and Horticulture Development Board

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

Website: <http://www.ahdb.org.uk>

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government