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Contract

## **CBBC Launchpad 2 - Second resource in China pork market**

Agriculture and Horticulture Development Board

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-080881

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

Published 9 December 2025, 8:57am

### **Scope**

### **Reference**

STA10255

### **Description**

To ensure continuity in on the ground support for the UK

sector on the Chinese market and approval for additional on the second launchpad 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 launchpad 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.

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## **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

### **Date signed**

8 December 2025

### **Contract dates**

- 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

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## **Supplier**

### **China Britain Business Council**

16 Smith Square

London

SW1P 3HQ

United Kingdom

Email: [enquiries@cbbc.org](mailto: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

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## **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](mailto:procurement@ahdb.org.uk)

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government