

**Forenede Kongerige, Det-Warwickshire: PR-virksomhed**  
**OJ S 35/2018 20/02/2018**  
**Forhåndsmeddelelse**  
**Tjenesteydelser**

**Retsgrundlag:**

Direktiv 2014/24/EU

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**Del I: Ordregivende myndighed**

**I.1. Navn og adresser**

Officielt navn: AHDB  
Postadresse: Stoneleigh Park  
By: Kenilworth, Warwickshire  
NUTS-kode: UKG13 Warwickshire  
Postnummer: CV8 2TL  
Land: Det Forenede Kongerige  
Kontaktperson: Sarah Jackson  
E-mail: [sarah.jackson@ahdb.org.uk](mailto:sarah.jackson@ahdb.org.uk)  
Telefon: +44 2476478871

**Internetadresse(r):**

Overordnet internetadresse: [www.defra.bravosolution.co.uk](http://www.defra.bravosolution.co.uk)  
Internetadresse for køberprofilen: <https://ahdb.org.uk/>

**I.3. Kommunikation**

Yderligere oplysninger fås på den ovennævnte adresse

**I.4. Type ordregivende myndighed**

Offentligretligt organ

**I.5. Hovedaktivitet**

Anden aktivitet: Agriculture and Horticulture

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**Del II: Genstand**

**II.1. Udbuddets omfang**

**II.1.1. Betegnelse**

AHDB Representative in Hong Kong and Macau covering beef, lamb and pork  
Sagsnr.: 2017-246

**II.1.2. Hoved-CPV-kode**

79416000 PR-virksomhed

**II.1.3. Kontrakttype**

Tjenesteydelser

**II.1.4. Kort beskrivelse**

AHDB Exports are looking for a English, Cantonese/Mandarin speaking, PR and Marketing Representative to cover the Hong Kong and Macau markets, maintaining contact and working jointly with beef, lamb, pork and dairy exporters, agents, representatives, importers, distributors, hotel and food service operators and retailers.

The representative must have a strong knowledge of working with the gastronomy and food sectors in Hong Kong and Macau together with a good knowledge of beef, lamb, pork and dairy product importers within the Hong Kong and Macau markets; and to have strong general knowledge of the market there.

The representative must be based or have a commercial office in Hong Kong.

#### **II.1.5. Anslået samlet værdi**

Værdi eksklusive moms: 68 000,00 GBP

#### **II.1.6. Oplysninger om delkontrakter**

Kontrakten er opdelt i delkontrakter: nej

### **II.2. Beskrivelse**

#### **II.2.2. Supplerende CPV-kode(r)**

79416200 PR-servicevirksomhed

#### **II.2.3. Udførelsessted**

NUTS-kode: 00 Andet eller ikke specificeret

Hovedudførelsessted: Hong Kong and Macau.

#### **II.2.4. Beskrivelse af udbuddet**

- The Representative is expected to cover:
- Represent English Beef and Lamb sectors for the Hong Kong media and gastronomy sector.
- Handle internet communication and management of Internet site. Deliver annual PR plans, encompassing complete plans for representation to the gastronomy, food service and retail press, and buying of advertisement/advertorials as required.
- Liaise with AHDB Export team, British Consulate General, and importers/exporters.
- Support AHDB's Export team.
- Organise events.
- Handle crisis management.
- Provide market information.

#### **II.2.14. Yderligere oplysninger**

Maximum 250 000 HKD per annum for Representation work.

#### **II.3. Foreløbig dato for offentliggørelse af udbudsbekendtgørelse**

07/03/2018

### **Del IV: Procedure**

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#### **IV.1. Beskrivelse**

#### **IV.1.8. Oplysninger om GPA-aftalen om offentlige udbud**

Dette udbud er omfattet af GPA-aftalen: ja

### **Del VI: Supplerende oplysninger**

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#### **VI.3. Yderligere oplysninger**

To register interest, please email [procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk) for the attention of Sarah Jackson, quoting reference 2017-246 Hong Kong.

**VI.5. Dato for afsendelse af denne bekendtgørelse**  
16/02/2018