

**United Kingdom-Aberystwyth: Marketing services**

**OJ S 10/2018 16/01/2018**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Hybu Cig Cymru — Meat Promotion Wales

Postal address: PO Box 176

Town: Aberystwyth

NUTS code: UKL1 West Wales and The Valleys

Postal code: SY23 2YA

Country: United Kingdom

E-mail: [requests@hccmpw.org.uk](mailto:requests@hccmpw.org.uk)

Telephone: +44 1970625050

**Internet address(es):**

Main address: [www.hccmpw.org.uk](http://www.hccmpw.org.uk)

Address of the buyer profile: [http://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA24146](http://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA24146)

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [www.hccmpw.org.uk/about\\_hcc/procurement/new\\_opportunities/](http://www.hccmpw.org.uk/about_hcc/procurement/new_opportunities/)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the following address:

Official name: Hybu Cig Cymru — Meat Promotion Wales

Town: Aberystwyth

Country: United Kingdom

E-mail: [requests@hccmpw.org.uk](mailto:requests@hccmpw.org.uk)

NUTS code: UKL1 West Wales and The Valleys

**Internet address(es):**

Main address: [www.hccmpw.org.uk](http://www.hccmpw.org.uk)

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Other activity: Promotion and development of Welsh red meat

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**Section II: Object**

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

**II.1.1. Title**

In Market Representative — Benelux

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

HCC requires tenderers who can provide support services to HCC in the context of HCC's export development initiatives in Benelux (Belgium, Netherlands, Luxembourg). Examples of the support services which may be required are the planning and delivery of market development plans and promotion programmes, identifying and facilitating new market opportunities for HCC, providing market information and intelligence to HCC and, ongoing liaison with Welsh red meat exporting companies and relevant agencies.

**II.1.5. Estimated total value**

Value excluding VAT: 200 000,00 GBP

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.2. Additional CPV code(s)**

79342000 Marketing services

**II.2.3. Place of performance**

NUTS code: BE Belgique / België

Main site or place of performance: In market agent for Benelux (Belgium, Netherland and Luxembourg).

**II.2.4. Description of the procurement**

HCC requires tenderers who can provide support services to HCC in the context of HCC's export development initiatives in Benelux. Examples of the support services which may be required are the planning and delivery of market development plans and promotion programmes, identifying and facilitating new market opportunities for HCC, providing market information and intelligence to HCC and, ongoing liaison with Welsh red meat exporting companies and relevant agencies.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value****II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

HCC may extend the contract for a maximum of 2 x 12 month extensions.

**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

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

##### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 16/02/2018 Local time: 17:00

##### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

##### **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: 19/02/2018 Local time: 08:00

Place:

Aberystwyth.

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

Note: To register your interest in this notice and obtain any additional information please visit the Sell2Wales website at [http://www.sell2wales.gov.wales/Search/Search\\_Switch.aspx?ID=75691](http://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=75691)

(WA Ref:75691)

The buyer considers that this contract is suitable for consortia.

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Hybu Cig Cymru — Meat Promotion Wales

Postal address: PO Box 176

Town: Aberystwyth

Postal code: SY23 2YA

Country: United Kingdom

Telephone: +44 1970625050

Internet address: [www.hccmpw.org.uk](http://www.hccmpw.org.uk)

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

As detailed in the procurement papers.

### **VI.5. Date of dispatch of this notice**

12/01/2018