

United Kingdom-Aberystwyth: Marketing services
OJ S 104/2018 02/06/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

Telephone: +44 1970625050

Internet address(es):

Main address: www.hccmpw.org.uk

Address of the buyer profile: 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.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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

In Market Representative

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 France. 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.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 80 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: FR France

Main site or place of performance: In market agent for France.

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 France. 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

Quality criterion - Name: Per award criteria in Invitation to tender / Weighting: see ITT

Price - Weighting: see ITT

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 IV: Procedure

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 010-018500](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/03/2018

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Green Seed France

Postal address: 37 A avenue d'Iéna

Town: Paris

NUTS code: FR101 Paris

Postal code: 76016

Country: France

Telephone: +00 330155350808

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 80 000,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(WA Ref:82375).

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

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

01/06/2018