

**United Kingdom-Aberystwyth: Marketing services**  
**OJ S 157/2019 16/08/2019**  
**Contract award 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: Ty Rheidol

Town: Aberystwyth

NUTS code: UKL1 West Wales and The Valleys

Postal code: SY23 3FF

Country: United Kingdom

Contact person: B Regan

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

**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 Belgium, The Netherlands and Luxembourg.7.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 110 000,00 GBP

**II.2. Description**

### **II.2.3. Place of performance**

NUTS code: BE Belgique / België

NUTS code: NL Nederland

### **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 Belgium, The Netherlands and 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.2.5. Award criteria**

Quality criterion - Name: As per ITT / Weighting: 7

Cost criterion - Name: As per ITT / Weighting: 3

### **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**

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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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 010-018573](#)

#### **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**

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A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

23/03/2018

**V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received by electronic means: 1

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

**V.2.3. Name and address of the contractor**

Official name: Breen Seed Belgium

Postal address: Nieuwelaan 119 1853 Strombeek

Town: Bever

NUTS code: BE Belgique / België

Country: Belgium

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 120 000,00 GBP

Total value of the contract/lot: 108 000,00 GBP

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Hybu Cig Cymru-Meat Promotion Wales

Postal address: Ty Rheidol

Town: Aberystwyth

Postal code: SY23 3FF

Country: United Kingdom

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

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

13/08/2019