

United Kingdom-Aberystwyth: Advertising services
OJ S 157/2019 16/08/2019
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: 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

Internet address(es):

Main address: 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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing Services Outside The UK

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

HCC requires suppliers who can provide support services in the context of HCC's export development initiatives in certain regions within the EU.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 000 000,00 GBP

II.2. Description

II.2.1. Title

Benelux
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: BE Belgique / België
NUTS code: LU Luxembourg
NUTS code: NL Nederland

II.2.4. Description of the procurement

Support services in the context of HCC's export development initiatives.

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**II.2. Description****II.2.1. Title**

Germany Austria Switzerland
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: AT Österreich
NUTS code: DE Deutschland
NUTS code: CH Schweiz / Suisse / Svizzera

II.2.4. Description of the procurement

Support services in the context of HCC's export development initiatives.

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

II.2. Description

II.2.1. Title

France
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Support services in the context of HCC's export development initiatives.

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

II.2. Description

II.2.1. Title

Italy
Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: IT Italia

II.2.4. Description of the procurement

Support services in the context of HCC's export development initiatives.

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

II.2. Description

II.2.1. Title

Scandinavia
Lot No: 5

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FI Suomi / Finland
NUTS code: SE Sverige

II.2.4. Description of the procurement

Support services in the context of HCC's export development initiatives.

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

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 010-101179](#)

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

Lot No: 1

Title:

Benelux

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

17/05/2018

V.2.2. Information about tenders

Number of tenders received: 4

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 Belgium

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

Lowest offer: 59 520,00 GBP / Highest offer: 102 336,00 GBP taken into consideration

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 2**Title:**

Germany Austria Switzerland

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

17/05/2018

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Alimentum (SarlSuisse)

Town: Champlan

NUTS code: CH Schweiz / Suisse / Svizzera

Country: Switzerland

The contractor is an SME: yes

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

Lowest offer: 8 256,00 GBP / Highest offer: 102 336,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 3

Title:

France

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/05/2018

V.2.2. Information about tenders

Number of tenders received: 4

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

Town: Paris

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

Lowest offer: 29 184,00 GBP / Highest offer: 102 336,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 4

Title:

Italy

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/05/2018

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Ne.www.s

Town: Milan

NUTS code: IT Italia

Country: Italy

The contractor is an SME: yes

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

Lowest offer: 12 288,00 GBP / Highest offer: 102 336,00 GBP taken into consideration

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 5

Title:

Scandinavia

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

17/05/2018

V.2.2. Information about tenders

Number of tenders received: 5

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 Nordic

Town: Greve

NUTS code: DK Danmark

Country: Denmark

The contractor is an SME: yes

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

Lowest offer: 29 184,00 GBP / Highest offer: 102 336,00 GBP taken into consideration

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

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

VI.5. Date of dispatch of this notice

13/08/2019