

**United Kingdom-Aberystwyth: Business development consultancy services**

OJ S 240/2013 11/12/2013

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Hybu Cig Cymru - Meat Promotion Wales

Postal address: PO Box 176

Town: Aberystwyth

Postal code: SY23 2YA

Country: United Kingdom

For the attention of: Bryan Regan

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

Fax: +44 1970615148

**Internet address(es):**General address of the contracting authority: <http://www.hccmpw.org.uk>Address of the buyer profile: [http://hccmpw.org.uk/about\\_hcc/](http://hccmpw.org.uk/about_hcc/)Electronic access to information: [http://hccmpw.org.uk/about\\_hcc/procurement/](http://hccmpw.org.uk/about_hcc/procurement/)**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Other: Development and promotion of Welsh red meat

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

---

**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Export Development Services.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

NUTS code UK United Kingdom,FR France,BE Belgique / België,DE Deutschland,IT Italia

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

The procurement involves the establishment of a framework agreement

#### **II.1.4. Information about framework agreement**

Framework agreement with several operators

Maximum number Envisaged maximum number of participants to the framework agreement  
: 5

#### **Duration of the framework agreement**

Duration in months: 36

#### **Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT: 1 350 000 GBP

#### **II.1.5. Short description of the contract or purchase(s)**

About HCC

Hybu Cig Cymru ("HCC") undertakes activities relating to development and promotion of Welsh red meat. In particular, HCC is involved in red meat industry development initiatives and its activities include attendance at/holding trade fairs, information programmes, competitions and consumer demonstrations.

The Framework Agreements and Call-Off Contracts

HCC is seeking to set up framework agreements with one or more service providers (up to a maximum of five service providers per lot) for the provision of export development services in connection with the development, promotion and marketing of Welsh red meat.

Organisations interested in bidding should note that any framework agreement awarded will be a call off agreement and that services will be commissioned on an "as and when" basis. As such, HCC does not guarantee that any party to a framework agreement will be commissioned to provide a minimum level of services or any services at all.

HCC's requirements for the Services

HCC requires tenderers to provide support services to HCC in the context of HCC's export development initiatives in certain regions within the EU. Each such region is covered by a different lot.

Examples of the support services which may be required in relation to a lot are the implementation of market development plans, promotion programmes, facilitating new market opportunities for HCC, providing market information and intelligence to HCC and, where directed, disseminating information to Welsh meat purchasers, agents and journalists, all in the region covered by that lot.

It is particularly important to HCC that successful tenderers will be able to provide a link between HCC and purchasers (including supermarkets and food service distributors), agencies and journalists and provide HCC with knowledge and information about the red meat market in the region covered by the lot or lots for which the tenderer is successful. Such services must be provided within the context of HCC's corporate and consumer brand guidelines and HCC's key messages (copies of which are available from Bryan Regan).

The lots are as follows:

Lot 1: Italy.

Lot 2: Germany.

Lot 3: France.

Lot 4: Belgium.

Tenderers will need to demonstrate that the individuals put forward to work on projects called off by HCC have the skills and experience to satisfy the above requirements.

Organisations interested in participating in this tender process are required to download an invitation to tender ("ITT") from HCC's website (details of which are set out in section I.1 above) and complete and submit a Response to ITT by the date shown in section VI.3.4 below.

#### **II.1.6. CPV code(s)**

79411100 Business development consultancy services, 79342200 Promotional services, 79413000 Marketing management consultancy services, 79341200 Advertising management services

#### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

#### **II.1.9. Information about variants**

Variants will be accepted: no

### **II.2. Scope of the procurement**

#### **II.2.1. Total quantity or scope**

It is estimated that the total potential value for orders over the term of all of the frameworks should not exceed GBP 1350000 (excluding VAT).

Estimated value excluding VAT: 1 350 000 GBP

#### **II.2.2. Information about options**

Options: yes

Description of options: The framework agreements may be extended beyond the duration stated in II.3 for a period or periods of up to a total of 12 months at HCC's option.

Provisional timetable for recourse to these options:  
in months: 12 (from the award of the contract)

#### **II.2.3. Information about renewals**

This contract is subject to renewal: no

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 36 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Export Development Services: Italy

#### **1) Short description**

HCC requires tenderers to provide support services to HCC in the context of HCC's export development initiatives in Italy.

Examples of the support services which may be required in relation to a lot are the implementation of market development plans, promotion programmes, facilitating new market opportunities for HCC, providing market information and intelligence to HCC and, where directed, disseminating information to Welsh meat purchasers, agents and journalists, all in Italy.

It is particularly important to HCC that successful tenderers will be able to provide a link between HCC and purchasers (including supermarkets and food service distributors), agencies and journalists and provide HCC with knowledge and information about the red meat market in Italy. Such services must be provided within the context of HCC's corporate and consumer brand guidelines and HCC's key messages (copies of which are available from Bryan Regan, contact details set out in I.1).

#### **2) CPV code(s)**

79411100 Business development consultancy services, 79342200 Promotional services, 79413000 Marketing management consultancy services, 79341200 Advertising management services

**3) Quantity or scope**

It is estimated that the total potential value for orders over the term of the framework should not exceed £400000 (excluding VAT)

Estimated value excluding VAT: 400 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 2

Lot title: Export Development Services: Germany

**1) Short description**

HCC requires tenderers to provide support services to HCC in the context of HCC's export development initiatives in Germany.

Examples of the support services which may be required in relation to a lot are the implementation of market development plans, promotion programmes, facilitating new market opportunities for HCC, providing market information and intelligence to HCC and, where directed, disseminating information to Welsh meat purchasers, agents and journalists, all in Germany.

It is particularly important to HCC that successful tenderers will be able to provide a link between HCC and purchasers (including supermarkets and food service distributors), agencies and journalists and provide HCC with knowledge and information about the red meat market in Germany. Such services must be provided within the context of HCC's corporate and consumer brand guidelines and HCC's key messages (copies of which are available from Bryan Regan, contact details set out in I.1).

**2) CPV code(s)**

79411100 Business development consultancy services, 79342200 Promotional services, 79413000 Marketing management consultancy services, 79341200 Advertising management services

**3) Quantity or scope**

It is estimated that the total potential value for orders over the term of the framework should not exceed £300000 (excluding VAT)

Estimated value excluding VAT: 300 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 3

Lot title: Export Development Services: France

**1) Short description**

HCC requires tenderers to 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 in relation to a lot are the implementation of market development plans, promotion programmes, facilitating new market opportunities for HCC, providing market information and intelligence to HCC and, where directed, disseminating information to Welsh meat purchasers, agents and journalists, all in

France.

It is particularly important to HCC that successful tenderers will be able to provide a link between HCC and purchasers (including supermarkets and food service distributors), agencies and journalists and provide HCC with knowledge and information about the red meat market in France. Such services must be provided within the context of HCC's corporate and consumer brand guidelines and HCC's key messages (copies of which are available from Bryan Regan, contact details set out in I.1).

**2) CPV code(s)**

79411100 Business development consultancy services, 79342200 Promotional services, 79413000 Marketing management consultancy services, 79341200 Advertising management services

**3) Quantity or scope**

It is estimated that the total potential value for orders over the term of the framework should not exceed £400000 (excluding VAT)

Estimated value excluding VAT: 400 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 4

Lot title: Export Development Services: Belgium

**1) Short description**

HCC requires tenderers to provide support services to HCC in the context of HCC's export development initiatives in Belgium.

Examples of the support services which may be required in relation to a lot are the implementation of market development plans, promotion programmes, facilitating new market opportunities for HCC, providing market information and intelligence to HCC and, where directed, disseminating information to Welsh meat purchasers, agents and journalists, all in Belgium.

It is particularly important to HCC that successful tenderers will be able to provide a link between HCC and purchasers (including supermarkets and food service distributors), agencies and journalists and provide HCC with knowledge and information about the red meat market in Belgium. Such services must be provided within the context of HCC's corporate and consumer brand guidelines and HCC's key messages (copies of which are available from Bryan Regan, contact details set out in I.1).

**2) CPV code(s)**

79411100 Business development consultancy services, 79342200 Promotional services, 79413000 Marketing management consultancy services, 79341200 Advertising management services

**3) Quantity or scope**

It is estimated that the total potential value for orders over the term of the framework should not exceed £250000 (excluding VAT)

Estimated value excluding VAT: 250 000 GBP

**4) Indication about different time frame or duration**

**5) Additional information about lots**

### III.1. Conditions related to the contract

#### III.1.1. Deposits and guarantees required

The specific requirements of HCC will be set out in the contract documentation and may include parent company guarantees and/or other forms of appropriate security.

#### III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

The specific requirements of HCC will be set out in the contract documentation.

#### III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

No special legal form is required. However, if a consortium submits a tender which is acceptable to HCC, HCC may require the consortium to form a legal entity before entering into the framework agreement. Joint and several liability of all consortium members may be required (and/or guarantees and/or undertakings by some or all consortium members in respect of some or all other consortium members may be required).

#### III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: For information on HCC's specific requirements, please refer to the contract documentation.

### III.2. Conditions for participation

#### III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

#### III.2.2. Economic and financial ability

List and brief description of conditions: As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

Minimum level(s) of standards possibly required: As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

#### III.2.3. Technical and professional ability

List and brief description of conditions:

As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

Minimum level(s) of standards possibly required:

As detailed in the ITT, a copy of which is available for download from HCC's website, details of which are set out in section I.1 above.

#### III.2.4. Information about reserved contracts

### III.3. Conditions specific to services contracts

#### III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

#### III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

## **Section IV: Procedure**

---

### **IV.1. Type of procedure**

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

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

31.1.2014 - 12:00

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

Other: Welsh

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.3.8. Conditions for opening of tenders**

## **Section VI: Complementary information**

---

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

This is a recurrent procurement: no

### **VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

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

Neither HCC nor its advisors will be responsible for any costs or expenses incurred by tenderers in participating in the tender process and not responding to the ITT.

HCC will not be bound to accept any tender response. HCC reserves the right at any time without notice and without liability to any bidder to (i) withdraw from and/or abandon and/or defer this tender process at any time, and (ii) not to award any contract as a result of this tender process.

With out prejudice to the paragraph above, any framework agreement entered into by successful tenderers with HCC will be a call off agreement and services will be commissioned on an "as and when" basis. HCC does not guarantee that a particular successful tenderer will be commissioned to provide a minimum level of services or any services at all.

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

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

Official name: See section VI.4.2

#### **VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: HCC will incorporate a minimum standstill period at the point information on the award of the contract is communicated to the tenderers in compliance with the timescales within the Public Contracts Regulations 2006 (as amended by the Public Contracts (Amendments) Regulations 2009).

#### **VI.4.3. Service from which information about the review procedure may be obtained**

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

9.12.2013