

**United Kingdom-Warwickshire: Public relations services**  
**OJ S 35/2018 20/02/2018**  
**Prior information notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: AHDB  
Postal address: Stoneleigh Park  
Town: Kenilworth, Warwickshire  
NUTS code: UKG13 Warwickshire  
Postal code: CV8 2TL  
Country: United Kingdom  
Contact person: Sarah Jackson  
E-mail: [sarah.jackson@ahdb.org.uk](mailto:sarah.jackson@ahdb.org.uk)  
Telephone: +44 2476478871

**Internet address(es):**

Main address: [www.defra.bravosolution.co.uk](http://www.defra.bravosolution.co.uk)  
Address of the buyer profile: <https://ahdb.org.uk/>

**I.3. Communication**

Additional information can be obtained from the abovementioned address

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

Body governed by public law

**I.5. Main activity**

Other activity: Agriculture and Horticulture

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**Section II: Object**

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

**II.1.1. Title**

AHDB Representative in Hong Kong and Macau covering beef, lamb and pork  
Reference number: 2017-246

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

AHDB Exports are looking for a English, Cantonese/Mandarin speaking, PR and Marketing Representative to cover the Hong Kong and Macau markets, maintaining contact and working jointly with beef, lamb, pork and dairy exporters, agents, representatives, importers, distributors, hotel and food service operators and retailers.

The representative must have a strong knowledge of working with the gastronomy and food sectors in Hong Kong and Macau together with a good knowledge of beef, lamb, pork and dairy product importers within the Hong Kong and Macau markets; and to have strong general knowledge of the market there.

The representative must be based or have a commercial office in Hong Kong.

#### **II.1.5. Estimated total value**

Value excluding VAT: 68 000,00 GBP

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79416200 Public relations consultancy services

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

NUTS code: 00 Other or Not Specified

Main site or place of performance: Hong Kong and Macau.

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

- The Representative is expected to cover:
- Represent English Beef and Lamb sectors for the Hong Kong media and gastronomy sector.
- Handle internet communication and management of Internet site. Deliver annual PR plans, encompassing complete plans for representation to the gastronomy, food service and retail press, and buying of advertisement/advertorials as required.
- Liaise with AHDB Export team, British Consulate General, and importers/exporters.
- Support AHDB's Export team.
- Organise events.
- Handle crisis management.
- Provide market information.

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

Maximum 250 000 HKD per annum for Representation work.

#### **II.3. Estimated date of publication of contract notice**

07/03/2018

## **Section IV: Procedure**

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

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

The procurement is covered by the Government Procurement Agreement: yes

## **Section VI: Complementary information**

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

To register interest, please email [procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk) for the attention of Sarah Jackson, quoting reference 2017-246 Hong Kong.

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

16/02/2018