

Royaume-Uni-Warwickshire: Services de relations publiques

OJ S 35/2018 20/02/2018

Avis de préinformation

Services

Base juridique:

Directive 2014/24/UE

Section I: Pouvoir adjudicateur

I.1. Nom et adresses

Nom officiel: AHDB

Adresse postale: Stoneleigh Park

Ville: Kenilworth, Warwickshire

Code NUTS: UKG13 Warwickshire

Code postal: CV8 2TL

Pays: Royaume-Uni

Point(s) de contact: Sarah Jackson

Courriel: sarah.jackson@ahdb.org.uk

Téléphone: +44 2476478871

Adresse(s) internet:

Adresse principale: www.defra.bravosolution.co.uk

Adresse du profil d'acheteur: <https://ahdb.org.uk/>

I.3. Communication

Adresse à laquelle des informations complémentaires peuvent être obtenues: le ou les point(s) de contact susmentionné(s)

I.4. Type de pouvoir adjudicateur

Organisme de droit public

I.5. Activité principale

Autre activité: Agriculture and Horticulture

Section II: Objet

II.1. Étendue du marché

II.1.1. Intitulé

AHDB Representative in Hong Kong and Macau covering beef, lamb and pork

Numéro de référence: 2017-246

II.1.2. Code CPV principal

79416000 Services de relations publiques

II.1.3. Type de marché

Services

II.1.4. Description succincte

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. Valeur totale estimée

Valeur hors TVA: 68 000,00 GBP

II.1.6. Information sur les lots

Ce marché est divisé en lots: non

II.2. Description

II.2.2. Code(s) CPV additionnel(s)

79416200 Services de conseil en relations publiques

II.2.3. Lieu d'exécution

Code NUTS: 00 Autre ou non précisé

Lieu principal d'exécution: Hong Kong and Macau.

II.2.4. Description des prestations

- 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. Informations complémentaires

Maximum 250 000 HKD per annum for Representation work.

II.3. Date prévue pour le lancement de la procédure de passation

07/03/2018

Section IV: Procédure

IV.1. Description

IV.1.8. Information concernant l'accord sur les marchés publics (AMP)

Le marché est couvert par l'accord sur les marchés publics: oui

Section VI: Renseignements complémentaires

VI.3. Informations complémentaires

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

VI.5. Date d'envoi du présent avis

16/02/2018