

Združeno kraljestvo-Warwickshire: Storitve na področju odnosov z javnostmi

OJ S 35/2018 20/02/2018

Predhodno informativno obvestilo

Storitve

Pravna podlaga:

Direktiva 2014/24/EU

Oddelek I: Javni naročnik

I.1. Ime in naslovi

Uradno ime: AHDB

Poštni naslov: Stoneleigh Park

Kraj: Kenilworth, Warwickshire

Šifra NUTS: UKG13 Warwickshire

Poštna številka: CV8 2TL

Država: Združeno kraljestvo

Kontaktna oseba: Sarah Jackson

E-naslov: sarah.jackson@ahdb.org.uk

Telefon: +44 2476478871

Internetni naslovi:

Glavni naslov: www.defra.bravosolution.co.uk

Internetni naslov profila kupca: <https://ahdb.org.uk/>

I.3. Sporočanje

Dodatne informacije lahko dobite na zgoraj navedenem naslovu

I.4. Vrsta javnega naročnika

Oseba javnega prava

I.5. Glavna področja dejavnosti

Druška dejavnost: Agriculture and Horticulture

Oddelek II: Predmet

II.1. Obseg naročila

II.1.1. Naslov

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

Referenčna številka dokumenta: 2017-246

II.1.2. Glavna koda CPV

79416000 Storitve na področju odnosov z javnostmi

II.1.3. Vrsta naročila

Storitve

II.1.4. Kratek opis

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. Ocenjena skupna vrednost

Vrednost brez DDV: 68 000,00 GBP

II.1.6. Informacije o sklopih

Naročilo je razdeljeno na sklope: ne

II.2. Opis

II.2.2. Dodatna(-e) koda(-e) CPV

79416200 Storitve svetovanja na področju odnosov z javnostmi

II.2.3. Kraj izvedbe

Šifra NUTS: 00 Drugo ali ni navedeno

Glavna lokacija ali kraj izvedbe: Hong Kong and Macau.

II.2.4. Opis javnega naročila

- 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. Dodatne informacije

Maximum 250 000 HKD per annum for Representation work.

II.3. Predvideni datum objave obvestila o naročilu

07/03/2018

Oddelek IV: Postopek

IV.1. Opis

IV.1.8. Informacije o Sporazumu o vladnih naročilih

Naročilo ureja Sporazum o vladnih naročilih: da

Oddelek VI: Dopolnilne informacije

VI.3. Dodatne informacije

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

VI.5. Datum pošiljanja tega obvestila
16/02/2018