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Contract

## **In Market Representation Europe US**

West Midlands Growth Company

F03: Contract award notice

Notice identifier: 2024/S 000-000824

Procurement identifier (OCID): ocds-h6vhtk-0406fe

Published 10 January 2024, 2:54pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

West Midlands Growth Company

The Colmore Building 20 Colmore Circus Queensway B4 6AT

Birmingham

B4 6AT

#### **Contact**

Zoe Middleton

#### **Email**

[zoe.middleton@wmgrowth.com](mailto:zoe.middleton@wmgrowth.com)

#### **Country**

United Kingdom

#### **NUTS code**

UKG31 - Birmingham

**Internet address(es)**

Main address

[www.wmgrowth.co.uk](http://www.wmgrowth.co.uk)

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

Body governed by public law

**I.5) Main activity**

General public services

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**Section II: Object**

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

**II.1.1) Title**

In Market Representation Europe US

Reference number

2023-WMGC-0173

**II.1.2) Main CPV code**

- 79413000 - Marketing management consultancy services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

WMGC as the contracting authority is seeking to contract with in-market representation and delivery partner(s) for a 16-month contract, to support in the delivery of a comprehensive programme of inward investment promotion, lead generation and business development activities, to build on the legacy of the 2022 Commonwealth Games. In accordance with the parameters of the programme, in-market partnerships are sought to cover a number of geographical regions. The aims of this project are: To

generate and facilitate a pipeline of well-qualified FDI (foreign direct investment) projects, that ultimately invest in the UK, ideally within the West Midlands Combined Authority region. To support with the delivery of in-market events and business engagement activities across the Inward Investment workstream To help improve perceptions of the West Midlands region and the West Midlands Growth Company amongst key target audiences

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

This contract is divided into lots: Yes

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £194,000

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

#### **II.2.1) Title**

Europe

Lot No

Lot 1

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

- 73210000 - Research consultancy services

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

NUTS codes

- UKG31 - Birmingham

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

Lot 1 - Europe

#### **II.2.5) Award criteria**

Cost criterion - Name: Cost / Weighting: 30

#### **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) Description**

### **II.2.1) Title**

US Midwest

Lot No

Lot 2

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

- 73210000 - Research consultancy services

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

NUTS codes

- UKG31 - Birmingham

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

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### **II.2.5) Award criteria**

Cost criterion - Name: Cost / Weighting: 30

### **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

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## **Section IV. Procedure**

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

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

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-028919](#)

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## **Section V. Award of contract**

### **Contract No**

2023-WMGC-0173

### **Lot No**

Lot 1

### **Title**

Europe

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

13 December 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 4

Number of tenders received by electronic means: 5

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

**V.2.3) Name and address of the contractor**

Frenger Consulting Services Limited

London

Country

United Kingdom

NUTS code

- UKG3 - West Midlands

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £97,000

Total value of the contract/lot: £96,995.82

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## **Section V. Award of contract**

### **Contract No**

2023-WMGC-0173

### **Lot No**

Lot 2

### **Title**

USA Midwest

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

15 December 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

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

#### **V.2.3) Name and address of the contractor**

OCO Global Limited

Belfast

Country

United Kingdom

NUTS code

- UKG3 - West Midlands

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £97,000

Total value of the contract/lot: £95,000

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## **Section VI. Complementary information**

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

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

West Midlands Growth Company

Birmingham

B4 6AT

Country

United Kingdom

Internet address

[www.wmgrowth.com](http://www.wmgrowth.com)