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Tender

Research into the English Medium Instruction (EMI) market in China

British Council

F02: Contract notice

Notice identifier: 2022/S 000-001721

Procurement identifier (OCID): ocds-h6vhtk-030d52

Published 20 January 2022, 1:59pm

Section I: Contracting authority

I.1) Name and addresses

British Council

1636, Dubai

Tariq Bin Zaid Street, Dubai

Contact

Manjari Parashar

Email

Manjari.Parashar@britishcouncil.org

Country

United Arab Emirates

NUTS code

AE - United Arab Emirates

Internet address(es)

Main address

www.britishcouncil.com

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/britishcouncil/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/britishcouncil/>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Registered Charity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Research into the English Medium Instruction (EMI) market in China

Reference number

BC/02269

II.1.2) Main CPV code

- 73000000 - Research and development services and related consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

We are seeking to partner with an insights/research agency, aiming to gain an understanding of the international student market for EMI in China and many other factors listed in the RFP document.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 73000000 - Research and development services and related consultancy services

II.2.3) Place of performance

NUTS codes

- AE - United Arab Emirates

II.2.4) Description of the procurement

We are seeking to partner with an insights/research agency, aiming to gain an understanding of the below:

1. Potential size of the international student market for EMI in China
2. Potential size of the domestic EMI market in China
3. Demographic and other profiling data for segmentation - i.e. students from Africa/students from other countries/students from China- Size and growth rate of each segment
4. Geographic distribution and types of programs of educational institutions for both international and domestic segments – where are students going and what are they studying?
5. Actual volumes over the last 5 years for both international and domestic segments
6. Predicted future growth and future market potential
7. What is the current practice around evidence of English proficiency for institutions in these segments? For instance, do they set their own requirements or are these mandated? Is there a standard list of accepted tests and minimum score or do institutions set their own? What are the institutions' unmet needs/pain points?
8. In EMI institutions, who are the decision makers and how are decisions made if EMI institutions set requirement of standardised English assessments.

This will be helpful to understand the chance of IELTS penetration in the market. 9. Role of Digital/Remote testing/student movement- We want to try and understand how digital is increasingly playing a greater role – i.e. a student who was planning to leave China and physically study in UK ...then may actually have been unable to do this due to pandemic. This seems to have been a catalyst for testing to become fully remote and also studying fully remotely without attending in-person. It seems it will also remain as an option post-pandemic.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

6

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

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

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.2.2) Time limit for receipt of tenders or requests to participate

Date

10 February 2022

Local time

2:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

11 February 2022

Local time

12:00am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

If you are interested in expressing an interest and/or bidding for this project, please go to <https://in-tendhost.co.uk/britishcouncil> . You may then have to register your company before you can express an interest for this project and get access the documents.

VI.4) Procedures for review

VI.4.1) Review body

British Council

London

Country

United Kingdom