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Contract

## India In Market Representation Services

WEST MIDLANDS GROWTH COMPANY LIMITED

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004153

Procurement identifier (OCID): ocids-h6vhtk-05d083 ([view related notices](#))

Published 18 January 2026, 2:42pm

### Scope

### Reference

2025-WMGC-0640

### Description

The West Midlands Growth Company (WMGC), in collaboration with the Mayor of the West Midlands, is looking to deliver a high-level regional delegation to India, taking place in February 2026.

In light of this high-profile visit, WMGC is seeking an experienced delivery partner for In Market Representation attracting investment from India to the West Midlands. Ahead of the visit, the In Market Representative that would be engaging with key target audiences and to drive and progress a pipeline of qualified investment opportunities with a focus on Innovation and Technology led sectors with a high likelihood of greenfield investment into the UK, with a particular focus on Cleantech and Future Mobility.

The in-market representation partner will provide local market insights and intelligence, undertake in-market business development activities and pipeline generation and

progression, interface with and positively influence key stakeholders, and play a leading role in in-market event planning and delivery of a programme of meetings and follow-ups after the visit.

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## **Contract 1. IN MARKET REPRESENTATION SERVICES - INDIA**

### **Supplier**

- [Strats Value Global Services](#)

### **Contract value**

- £65,000 excluding VAT
- £78,000 including VAT

Below the relevant threshold

### **Date signed**

8 December 2025

### **Contract dates**

- 8 December 2025 to 31 March 2026
- 3 months, 24 days

## **Main procurement category**

Services

## **CPV classifications**

- 79411100 - Business development consultancy services

## **Contract locations**

- UKG3 - West Midlands
- UKG - West Midlands (England)

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Supplier**

### **Strats Value Global Services**

- Public Procurement Organisation Number: PJNW-2224-YXMH

A-10, Second Floor, Sector 47

Gurugram

122018

India

Email: [vikram.singh@stratsvalue.com](mailto:vikram.singh@stratsvalue.com)

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. IN MARKET REPRESENTATION SERVICES - INDIA

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## **Contracting authority**

### **WEST MIDLANDS GROWTH COMPANY LIMITED**

• Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: [procurement@wmgrowth.com](mailto:procurement@wmgrowth.com)

Region: UKG31 - Birmingham

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)

