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Contract

In Market Representation

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2022/S 000-007458

Procurement identifier (OCID): ocds-h6vhtk-02ae0c

Published 18 March 2022, 3:57pm

Section I: Contracting authority

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

16 Summer Lane

BIRMINGHAM

B19 3SD

Contact

Ronny Tigere

Email

ronny.tigere@wmgrowth.com

Telephone

+44 1212025057

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

<http://www.wmgrowth.com>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

In Market Representation

Reference number

2021-WMGC-0003

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

India in-market business development representation to drive relationships with key stakeholders, generate a qualified pipeline of FDI prospects for the West Midlands, UK and support with in-market delivery of the West Midlands India Partnership, to drive bilateral trade and inward and capital investment from India to the West Midlands, UK.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £66,600.27

II.2) Description

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services

II.2.3) Place of performance

NUTS codes

- UKG3 - West Midlands

Main site or place of performance

As the crow flies from B19 3SD Postcode

II.2.4) Description of the procurement

The procurement is to deliver in-market representation pipeline lead generation for India with prospective which will lead to actual proposal projects within the West midlands region

II.2.5) Award criteria

Quality criterion - Name: Proven Experience / Weighting: 15

Quality criterion - Name: Approach Methodology / Weighting: 15

Quality criterion - Name: Programme Management / Weighting: 10

Quality criterion - Name: Additional Commercial Value / Weighting: 5

Quality criterion - Name: Events Management / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 5

Price - Weighting: 30

II.2.11) Information about options

Options: 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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-009883](#)

Section V. Award of contract

Contract No

2021-WMGC-0003

Lot No

Lot 3

Title

In-Market Representation India

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

21 February 2022

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

V.2.3) Name and address of the contractor

UK India Business Council Limited

105 Victoria Street

London

SW1E 4QT

Country

United Kingdom

NUTS code

- UKI - London

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: £66,600.27

Total value of the contract/lot: £66,600.27

Section VI. Complementary information

VI.3) Additional information

This contract is awarded to UK India Business Council Limited due to previously awarded company failing to deliver the contract.

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

16 Summer Lane

Birmingham

B19 3SD

Country

United Kingdom