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Award

## **2425-13-SAS-LC - Market Development Overseas - South East Asia (Malaysia Office)**

Sheffield Hallam University

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-007815

Procurement identifier (OCID): ocds-h6vhtk-05d337 ([view related notices](#))

Published 29 January 2026, 8:49am

### **Scope**

#### **Description**

The SHU Malaysian in-country consultant provides a management framework to deliver numerous services in support of Admissions and Student Recruitment from the South East Asia region.

The services provided under the contract are as follows:

- student recruitment, admissions, conversion and support of UKVI compliance
- marketing, market research and intelligence, analysis of opportunities and local advice
- market development
- partnership support
- applicant and Recruitment Consultant and partner relationship management
- events management, logistics and visit support

- identification and development of new business opportunities
- management of the University alumni network in the Territories
- ensuring compliance with all relevant external (UK) requirements and Law relating to international student recruitment, collaborative partnerships and consultancy activities

including, but not limited to, compliance with: UKVI, QAA, fraud, bribery and corruption legislation, data protection legislation, equalities, human trafficking and modern slavery legislation)

- management of the enquiry, admissions and customer relationship processes

5 years with a break clause after 2 years (2 years +2+1)

£1,893,672 including VAT

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## **Contract 1. Market Development Overseas - South East Asia (Malaysia Office)**

### **Supplier**

- NATION PRIDE SDN BHD

### **Contract value**

- £1,893,672 including VAT

Above the relevant threshold

### **Award decision date**

29 January 2026

### **Standstill period**

- End: 11 February 2026
- 10 working days

### **Earliest date the contract will be signed**

12 February 2026

### **Contract dates (estimated)**

- 12 February 2026 to 4 November 2027
- Possible extension to 4 November 2030
- 4 years, 8 months, 21 days

Description of possible extension:

Optional extension +2 years +1 year

### **Main procurement category**

Services

### **CPV classifications**

- 98900000 - Services provided by extra-territorial organisations and bodies

## **Contract locations**

- MY - Malaysia
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## **Procedure**

### **Procedure type**

Direct award

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## **Supplier**

### **NATION PRIDE SDN BHD**

- Companies House: 1358092A
- Public Procurement Organisation Number: PWMX-5659-ZTWD

No. 5 (2nd Floor) Jalan SS15/7

Subang Jaya

47500

Malaysia

Email: [admin@nation-pride.com](mailto:admin@nation-pride.com)

Website: <http://www.nation-pride.com>

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Market Development Overseas - South East Asia (Malaysia Office)

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## **Contracting authority**

### **Sheffield Hallam University**

- UK Register of Learning Providers (UKPRN number): 10005790
- Public Procurement Organisation Number: PVMW-4512-JZYY

City Campus

Sheffield

S1 1WB

United Kingdom

Email: [strategicprocurement@shu.ac.uk](mailto:strategicprocurement@shu.ac.uk)

Website: <http://www.shu.ac.uk>

Region: UKE32 - Sheffield

Organisation type: Public authority - sub-central government

