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Contract

## **In-Market Representation - LOT 4**

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2023/S 000-009376

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

Published 30 March 2023, 7:08pm

### **Section I: Contracting authority/entity**

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

WEST MIDLANDS GROWTH COMPANY LIMITED

11th Floor, Colmore Building, 20 Colmore Circus Queensway

BIRMINGHAM

B46AT

#### **Contact**

Charlene Joseph

#### **Email**

[charlene.joseph@wmgrowth.com](mailto:charlene.joseph@wmgrowth.com)

#### **Telephone**

+44 7483079297

#### **Country**

United Kingdom

**Region code**

UKG31 - Birmingham

**Companies House**

01631329

**Internet address(es)**

Main address

<http://www.wmgrowth.com>

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## **Section II: Object**

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

#### **II.1.1) Title**

In-Market Representation - LOT 4

Reference number

2021-WMGC-0003

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

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

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

In-Market Representation - LOT 4

Lot No

LOT 4

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

NUTS codes

- UKG3 - West Midlands

#### **II.2.4) Description of the procurement at the time of conclusion of the contract:**

The Birmingham 2022 Commonwealth Games presents a once-in-a-generation opportunity to raise the international standing of the West Midlands, and indeed the UK, as a competitive, global investment location. It will play a critical role in the region's post-pandemic recovery, supporting the UK's overarching ambitions to level-up and 'build back better'. To maximise this opportunity to its fullest, it is critical that the WMGC is able to leverage the

enhanced profile that the games will offer, to drive international awareness of the West

Midlands region and its proposition amongst prospective visitors, capital investors and international

companies with the capacity, opportunity and appetite to invest and create employment within

the UK.

- In order to deliver the largest long-term economic impact, efforts to raise awareness of the West Midlands' offer amongst key target audiences and to drive a pipeline of qualified investment opportunities will focus on a number of 'primary markets' within the Commonwealth,

that offer both a critical economic mass, combined with a strong track-record of generating 3 overseas investment and a number of 'secondary markets' outside of the Commonwealth, with the greatest proven historical propensity to invest in to the UK, in key sectors aligned to the West Midlands Local Industrial Strategy.

- Primary (Commonwealth) Markets have been identified as follows: Australia, Canada, India, Singapore and Malaysia. Secondary (Non-Commonwealth) Markets have been identified

as follows: United States of America, People's Republic of China, Germany (and other German speaking markets in Western Europe).

- Raising awareness of the West Midlands proposition and generating a pipeline of qualified opportunities in each market will require an integrated approach, encompassing digital marketing, insight-led direct targeting of prospective investors, a sustained campaign of influence directed at key in-market stakeholders and intermediaries and supplementary in market event-based activation.

- Whilst some components of the programme can be delivered effectively by the existing WMGC in the UK, other activities - notably the direct influencing of key stakeholders, early

engagement with prospective inward investors and event-based activation - will require an in market presence.

- Although staff from the West Midlands Growth Company intend to travel to key markets to undertake some of these key activities, their effectiveness whilst in-market (and the ability of the programme to retain the attention of key stakeholders and audiences when they are not) would benefit from on-going support delivered by knowledgeable, well-

connected, in-market

representatives, acting as representatives of WMGC.

- Furthermore, with international travel restrictions emanating from the COVID-19 pandemic likely to remain in place until at least the second half of 2021, UK-based staff of the West Midlands Growth Company may not ultimately be able to travel to key markets as initially intended, to deliver programme-critical activities. Consequently, the appointment of a trusted in-market representation partner, with the capability to; provide local market insights and intelligence, undertake in-market business

development activities and pipeline generation, interface with and positively influence key stakeholders, and play a leading role in in-market event planning and delivery will be necessary

to ensure the success of the programme and attainment of the target outputs.

LOT 4 Singapore & Malaysia

- Build a pipeline of minimum 40 prospects and 20 projects (active inward investment opportunities)
- Support 5 inward investment visits to the West Midlands region
- Create 3 completed projects (successes) with 45 job

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

Start date

31 March 2023

End date

30 June 2023

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## **Section IV. Procedure**

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

#### **IV.2.1) Contract award notice concerning this contract**

Notice number: [2022/S 000-007458](#)

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

### **Contract No**

2021-WMGC-0003

### **Lot No**

LOT 4

### **Title**

In-Market Representation - LOT 4

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

#### **V.2.1) Date of conclusion of the contract/concession award decision:**

29 March 2023

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

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

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

Orissa International Ltd

1003 Bukit Merah Central

Singapore

Country

Singapore

NUTS code

- SG - Singapore

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

Yes

**V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)**

Total value of the procurement: £45,000

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**Section VI. Complementary information**

**VI.4) Procedures for review**

**VI.4.1) Review body**

Commercial Working Group

Birmingham

Country

United Kingdom

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## **Section VII: Modifications to the contract/concession**

### **VII.1) Description of the procurement after the modifications**

#### **VII.1.1) Main CPV code**

- 79342000 - Marketing services

#### **VII.1.3) Place of performance**

NUTS code

- SG - Singapore

#### **VII.1.4) Description of the procurement:**

Successful outcomes will require the appointed delivery partner to:

- Take on the role of West Midlands Growth Company's strategic business development and front end sales partner in inward investment lead generation, presenting itself to key stakeholders and prospective investors as a direct extension of the Growth Company's business development team

- Cultivate and manage relationships with key stakeholders on behalf of the West Midlands Growth Company (to include notably Department for International Trade posts, national and state

trade and investment bodies in host countries, Relevant sector bodies and trade associations and senior operational personnel from relevant partner city authorities).

- Provide regular cultural & market insights and actionable intelligence to steer West Midlands Growth Company strategy and delivery plans.

- Where required, support with the delivery of a number of in-market promotional events, including event organisation, audience generation and audience follow-up.

#### **VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession**

Start date

31 March 2023

End date

30 June 2023



### **VII.1.6) Information on value of the contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession:

£45,000

### **VII.1.7) Name and address of the contractor/concessionaire**

Orissa International Ltd

Singapore

Country

Singapore

NUTS code

- SG - Singapore

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

Yes

### **VII.2) Information about modifications**

#### **VII.2.1) Description of the modifications**

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

The extended timeframe for the provision of in market representation will be used to allow Orissa to continue to provide the WMGC with representation in market and to continue to build on the current pipeline of qualified inward investment potential. This contract is being extended to provide continuity of service

between the current end of this contract and the completion of the tendering process for future in market representation within this market.

The contract will be extended to the 30th of June 2023

- A minimum of 15 additional investment leads are to be generated over the 3 months.

- Continued in market representation
- Continued building of qualified Inward Investment potential

### **VII.2.2) Reasons for modification**

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

Need for additional works, services or supplies by the original contractor/concessionaire.  
Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

Need for additional works, services or supplies by the original contractor/concessionaire.  
Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor. To ensure continuity of service we require our current incumbent to continue service until

the 30th June which will be completion of a new tendered In Market Representation contract.

Regulation 72. (b) for additional works, services or supplies by the original contractor that have become necessary and were not included in the initial procurement, where a change of contractor:

(ii) would cause significant inconvenience or substantial duplication of costs for the contracting authority.

### **VII.2.3) Increase in price**

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £59,444.48

Total contract value after the modifications

Value excluding VAT: £64,861.16