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Contract

## **Overseas Market Development - South East Asia**

Sheffield Hallam University

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

Notice identifier: 2026/S 000-015989

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

Published 23 February 2026, 11:22am

### **Scope**

### **Reference**

2425-13-SAS-LC

### **Description**

Market Development Overseas to support Sheffield Hallam University's strategic objectives in Malaysia and the South East Asia region,

Scope of work:

1. Student Recruitment, Admissions, Conversion & Support of UKVI Compliance
2. Marketing, Market Research and Intelligence, analysis of Opportunities and Local

Advice

3. Market Development

4. Partnership Support
  5. Applicant and Recruitment Consultant and Partner Relationship Management
  6. Events Management, Logistics and Visit Support
  7. Identification and Development of new Business Opportunities
  8. Alumni Network Management in The Territories
  9. Ensuring Compliance with all Relevant External (UK) Requirements and Law Relating To  
International Student Recruitment, Collaborative Partnerships and Consultancy Activities,  
but Not limited To Compliance With: UKVI, QAA, Fraud, Bribery and Corruption  
Legislation,  
Data Protection Legislation, Equalities, Human Trafficking and Modern Slavery.
  10. Management of Enquiry, Admission and Customer Relationship Processes.
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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

### **Date signed**

10 December 2025

### **Contract dates**

- 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 year +1 year

### **Main procurement category**

Services

### **CPV classifications**

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

### **Contract locations**

- MY - Malaysia

### **Justification for not setting key performance indicators**

Contract above threshold however below £5 million therefore 3 x KPI's do not need to be published via CDP

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## **Other information**

### **Conflicts assessment prepared/revised**

Yes

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Extreme and unavoidable urgency

Sheffield Hallam University intends to award a contract for specialist admissions and risk management services to its existing supplier, Nationpride. These services are critical to business continuity, income generation, and operational risk management, requiring extensive training, experience, and trust in the provider.

While a small number of suppliers could potentially offer similar services, the University considers that continuity with the current provider represents the most appropriate and low-risk option at this time, ensuring stability in the delivery of these complex functions.

The contract will be established as a short-term arrangement of two years, allowing time for further market engagement and assessment of supplier capability. This approach

ensures uninterrupted delivery of critical services while enabling the University to prepare for a future competitive tender process.

Direct award justification must be 'Extreme and unavoidable urgency' if supplier identifier and identification register combination has not been registered

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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

## **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