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Contract

2,539,899.20

Department for Business and Trade

F03: Contract award notice

Notice identifier: 2024/S 000-018394

Procurement identifier (OCID): ocids-h6vhtk-046fe0

Published 14 June 2024, 8:40am

Section I: Contracting authority

I.1) Name and addresses

Department for Business and Trade

Old Admiralty Building, Admiralty Place

London

SW1A 2DY

Email

MajorWorldEventsCommercial@businessandtrade.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-business-and-trade>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

Central Government

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2,539,899.20

Reference number

CR_3457

II.1.2) Main CPV code

- 79900000 - Miscellaneous business and business-related services

II.1.3) Type of contract

Services

II.1.4) Short description

The United Kingdom (UK) is participating in World Expo 2025, which runs from 13 April 2025 - 13 October 2025 and will take place in Osaka, Kansai, Japan. His Majestys Government (HMG) will deliver a self-built UK Pavilion (UKP) at Expo 2025 Osaka.

This requirement is for the provision of Content Production and Associated Services to support the delivery of the UKP at Expo 2025 Osaka. HMG has appointed a supplier to provide content production, software development and associated services in respect of the creative content design intent produced for the UKP.

The services will primarily include taking the current creative ideas and designs of the content and software for the UK Pavilion visitor experience and producing and developing them into assets ready to be installed. The Supplier will need to have an understanding of the creative context of the content to fully realise the designs to ensure they deliver on the intended experience.

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: £2,539,899.20

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

The Supplier is headquartered in the UK

II.2.4) Description of the procurement

The United Kingdom (UK) is participating in World Expo 2025, which runs from 13 April 2025 - 13 October 2025 and will take place in Osaka, Kansai, Japan. His Majesty's Government (HMG) will deliver a self-built UK Pavilion (UKP) at Expo 2025 Osaka.

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content and software for the UK Pavilion visitor experience and producing and developing them into assets ready to be installed. The Supplier will need to have an understanding of the creative context of the content to fully realise the designs to ensure they deliver on the intended experience.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- The services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Regulation 32(2)(b)(ii) - Competition is absent for technical reasons. Under a previous contract, the awarded Supplier has developed the creative concept and narrative that the content to be produced under this contract has subsequently been designed around. The Supplier therefore holds specific, tacit, and non-transferable knowledge of the creative development of the narrative which is integral to the production of the content, and who can therefore ensure HMG will communicate the story effectively through the visitor experience.

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract

Title

UK Pavilion at Expo 2025 Osaka - Content Production and Associated Services (CPAS)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

17 May 2024

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

Immersive International Limited

The Tanneries, 2nd floor, 55 Bermondsey Street

London

SE1 3XH

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £2,539,899.20

V.2.5) Information about subcontracting

The contract is likely to be subcontracted

Value or proportion likely to be subcontracted to third parties

Value excluding VAT: £35,000

Proportion: 1 %

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Department for Business & Trade

Old Admiralty Building, Admiralty Place

London

SW1A 2DY

Email

MajorWorldEventsCommercial@businessandtrade.gov.uk

Country

United Kingdom