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Award

Provision of an existing bespoke Artificial Intelligence training programme to the University of Birmingham - Dubai

THE UNIVERSITY OF BIRMINGHAM

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-019091

Procurement identifier (OCID): ocds-h6vhtk-050d1b ([view related notices](#))

Published 6 May 2025, 1:24pm

Scope

Reference

FRAM895/25

Description

This is for the award of a framework agreement for three years, with the option to extend for a further one year, for the provision of existing MehdiWard UK LLP bespoke training programmes for the UAE Ministry of Artificial Intelligence, in partnership with the University's Dubai campus.

The University of Birmingham is looking to enter into a framework agreement with MEHDIWARD UK LLP trading as Oxford Centre for Artificial Intelligence to deliver with us in partnership The Artificial Intelligence Programme for the United Arab Emirates Ministry of Artificial Intelligence and additional variations of the programme for the UAE's Chief Artificial

Intelligence Officers. The content of these programmes was initially developed by MEHDIWARD UK LLP for the Ministry of Artificial Intelligence and delivered in partnership with them. Following an initial successful year in 2024, these programmes are going to continue to be delivered under the auspices of the University of Birmingham through our Dubai campus. MEHDIWARD UK LLP are essential to enabling the delivery of the programme to which they own the IP and are the established delivery partner for the Ministry's Artificial Intelligence.

Commercial tool

Establishes a framework

Framework

Maximum percentage fee charged to suppliers

0%

Contracting authorities that may use the framework

Establishing party only

Contract 1. Provision of an existing bespoke Artificial

Intelligence training programme to the University of Birmingham - Dubai

Supplier

- MEHDIWARD UK LLP

Contract value

- £2,300,000 excluding VAT
- £2,760,000 including VAT

Above the relevant threshold

Earliest date the contract will be signed

16 May 2025

Contract dates (estimated)

- 19 May 2025 to 19 May 2028
- Possible extension to 19 May 2029
- 4 years, 1 day

Description of possible extension:

Initial 3 year Framework term, with the option to extend for a further 1 year (4 years total).

The University may or may not choose to proceed with the option to extend the framework

term by 1 year, and is subject to a review at the end of the initial 3 year term to determine if it is required.

Main procurement category

Services

CPV classifications

- 80521000 - Training programme services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)
- AE - United Arab Emirates

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

- Single supplier - intellectual property or exclusive rights
- Additional or repeat goods, services or works - extension or partial replacement

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The University of Birmingham is looking to enter into a three-year framework agreement with MEHDIWARD UK LLP trading as Oxford Centre for Artificial Intelligence to deliver with us in partnership, The Artificial Intelligence Programme for the United Arab Emirates Ministry of Artificial Intelligence and additional variations of the programme for the UAE's Chief Artificial Intelligence Officers. The content of these programmes was initially developed by MEHDIWARD UK LLP for the Ministry of Artificial Intelligence and delivered in partnership

with them. Following an initial successful year in 2024, these programmes are going to continue to be delivered under the auspices of the University of Birmingham through our Dubai campus. MEHDIWARD UK LLP are essential to enabling the delivery of the programme to which they own the IP and are the established delivery partner for the Ministry's Artificial Intelligence.

MEHDIWARD UK LLP are therefore critical to the delivery of the programme, which would not be able to be delivered without the award of this contract.

Supplier

MEHDIWARD UK LLP

- Companies House: OC425425
- Public Procurement Organisation Number: PNYJ-9751-ZQRJ

71-75 Shelton Street

London

WC2H 9JQ

United Kingdom

Email: info@mehdiward.com

Website: <http://OXC.AI>

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Provision of an existing bespoke Artificial Intelligence training programme to the University of Birmingham - Dubai

Contracting authority

THE UNIVERSITY OF BIRMINGHAM

- Companies House: RC000645
- Public Procurement Organisation Number: PHCQ-3464-LVTM

Edgbaston

Birmingham

B15 2TT

United Kingdom

Contact name: Callum Raymond

Email: c.m.raymond@bham.ac.uk

Website: <https://www.birmingham.ac.uk/>

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government

