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Contract

## **In Market Representation Services**

West Midlands Growth Company

F03: Contract award notice

Notice identifier: 2023/S 000-019894

Procurement identifier (OCID): ocds-h6vhtk-03c35e

Published 12 July 2023, 10:11am

### **Section I: Contracting authority**

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

West Midlands Growth Company

The Colmore Building 20 Colmore Circus Queensway B4 6AT

Birmingham

#### **Email**

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

#### **Country**

United Kingdom

#### **NUTS code**

UKG3 - West Midlands

#### **Internet address(es)**

Main address

[www.wmgrowth.com](http://www.wmgrowth.com)

## **I.4) Type of the contracting authority**

Body governed by public law

## **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

In Market Representation Services

Reference number

2023-WMGC-0010

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

- 79413000 - Marketing management consultancy services

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

Services

#### **II.1.4) Short description**

WMGC as the contracting authority is seeking to contract with in market representation and delivery partners for a 20.5 month contract, to support in the delivery of a comprehensive programme of inward investment promotion, lead generation and business development activities, to build on the legacy of the 2022 Commonwealth Games. In accordance with the parameters of the programme, in market partnerships are sought to cover a number of geographical regions. The aims of this project are:• To generate and facilitate a pipeline of well-qualified Foreign Direct Investment projects, that ultimately invest in the UK, ideally within the West Midlands Combined Authority region. • To support with the delivery of in market events and business engagement activities across the Inward Investment workstream of the Birmingham 2022 Commonwealth Games Business and Tourism Programme. • To help improve perceptions of the West Midlands region and the West Midlands Growth Company amongst key target

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £188,000

## **II.2) Description**

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

Lot 1 - Australia

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services
- 79342000 - Marketing services

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

NUTS codes

- UKG3 - West Midlands

### **II.2.4) Description of the procurement**

Successful outcomes will require the appointed delivery partner to:

- Act as the strategic business development and front-end sales partner in inward investment lead generation for the West Midlands Growth Company in market, 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.

Measurable Outputs

- Build a pipeline of minimum 60 prospects and 30 projects (active Inward Investment opportunities)
- Support 4 delegation visits to the West Midlands region
- Create 10

completed projects (successes) with 150 jobs

### **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

## **II.2) Description**

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

Lot 2 - Singapore and Malaysia

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79413000 - Marketing management consultancy services

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

NUTS codes

- UKG3 - West Midlands

### **II.2.4) Description of the procurement**

Successful outcomes will require the appointed delivery partner to:

- Act as the strategic business development and front-end sales partner in inward investment lead generation for the West Midlands Growth Company in market, 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. Measurable Outputs • Build a pipeline of minimum 60 prospects and 30 projects (active Inward Investment opportunities) • Support 4 delegation visits to the West Midlands region • Create 5 completed projects (successes) with 75 jobs

#### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

Accelerated procedure

Justification:

Pin notice published on 21/04/23 - Notice reference: 2023/S 000-011579

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

The procurement is covered by the Government Procurement Agreement: No

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

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-011579](#)

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

### **Contract No**

2023-WMGC-0010

### **Lot No**

LOT 1 - Australia

### **Title**

In-Market Representation Services

A contract/lot is awarded: Yes

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

#### **V.2.1) Date of conclusion of the contract**

10 July 2023

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

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

Foley and Associates Pty Ltd

Level 25, 25 Bligh Street, Sydney, NSW 2000

Australia

Country

Australia

NUTS code

- AU - Australia

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £121,000

Total value of the contract/lot: £120,949.98

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

### **Contract No**

2023-WMGC-0010

### **Lot No**

LOT 2 - Singapore & Malaysia

### **Title**

In-Market Representation Services

A contract/lot is awarded: Yes

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

#### **V.2.1) Date of conclusion of the contract**

10 July 2023

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

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 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**

Orissa International Pte Ltd

1003 Bukit Merah Central #05-06 Inno Centre

Singapore

Country

Singapore

NUTS code

- SG - Singapore

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £67,000

Total value of the contract/lot: £67,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

West Midlands Growth Company Leadership Team

Birmingham

Country

United Kingdom