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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

Country

United Kingdom

NUTS code

UKG3 - West Midlands

Internet address(es)

Main address

www.wmgrowth.com

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

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

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](#)

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company Leadership Team

Birmingham

Country

United Kingdom