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Contract

# **In-Market Representation Contract**

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice identifier: 2021/S 000-025216

Procurement identifier (OCID): ocds-h6vhtk-02ae0c

Published 8 October 2021, 1:40pm

## **Section I: Contracting authority**

### I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

Baskerville House, 2 Centenary Square

**BIRMINGHAM** 

B<sub>12</sub>ND

Contact

Ronny Tigere

**Email** 

ronny.tigere@wmgrowth.com

**Telephone** 

+44 1212025057

Country

**United Kingdom** 

**NUTS** code

UKG31 - Birmingham

Internet address(es)

Main address

https://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 Contract

Reference number

2021-WMGC-0003

### II.1.2) Main CPV code

• 79342000 - Marketing services

### II.1.3) Type of contract

Services

### II.1.4) Short description

WMGC Ltd as the contracting authority is seeking to contract with an in-market representation and delivery partner, to support in the delivery of a comprehensive

programme of investment promotion and business development activities, as part of the Birmingham 2022 Commonwealth Games Business & Tourism programme

### 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: £321,750

### II.2) Description

#### II.2.1) Title

In-Market Representation Australia

Lot No

1

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

• 79342000 - Marketing services

### II.2.3) Place of performance

**NUTS** codes

• UKG3 - West Midlands

Main site or place of performance

Across the West midlands Region as the Crow flies from B1 Post Code

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

Australia in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West Midlands, UK

### II.2.5) Award criteria

Quality criterion - Name: Proven Experience / Weighting: 15

Quality criterion - Name: Approach Methodology / Weighting: 15

Quality criterion - Name: Programme Management / Weighting: 10

Quality criterion - Name: Additional Commercial Value / Weighting: 5

Quality criterion - Name: Events Management / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 5

Price - Weighting: 30

### II.2.11) Information about options

Options: No

### II.2) Description

### II.2.1) Title

Canada & North Eastern USA

Lot No

2

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

• 79342000 - Marketing services

### II.2.3) Place of performance

**NUTS** codes

UKG3 - West Midlands

Main site or place of performance

West Midlands region as the crow flies from B1 Post Code

### II.2.4) Description of the procurement

Canada/USA in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West Midlands, UK.

### II.2.5) Award criteria

Quality criterion - Name: Proven Experience / Weighting: 15

Quality criterion - Name: Approach Methodology / Weighting: 15

Quality criterion - Name: Programme Management / Weighting: 10

Quality criterion - Name: Additional Commercial Value / Weighting: 5

Quality criterion - Name: Events Management / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 5

Price - Weighting: 30

### II.2.11) Information about options

Options: No

### II.2) Description

### II.2.1) Title

India - In-Market Representation

Lot No

3

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

• 79342000 - Marketing services

### II.2.3) Place of performance

**NUTS** codes

• UKG3 - West Midlands

Main site or place of performance

Within West Midlands Region as the crow flies from B1 Post Code

### II.2.4) Description of the procurement

India in-market business development representation to drive relationships with key stakeholders, generate a qualified pipeline of FDI prospects for the West Midlands, UK and support with in-market delivery of the West Midlands India Partnership, to drive bilateral trade and inward and capital investment from India to the West Midlands, UK.

### II.2.5) Award criteria

Quality criterion - Name: Proven Experience / Weighting: 15

Quality criterion - Name: Approach Methodology / Weighting: 15

Quality criterion - Name: Programme Management / Weighting: 10

Quality criterion - Name: Additional Commercial Value / Weighting: 5

Quality criterion - Name: Events Management / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 5

Price - Weighting: 30

### II.2.11) Information about options

Options: No

### II.2) Description

### II.2.1) Title

Singapore & Malaysia In-market Representation

Lot No

4

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

79342000 - Marketing services

#### II.2.3) Place of performance

**NUTS** codes

• UKG3 - West Midlands

Main site or place of performance

Within West Midlands region as the crow flies from B1 Post Code

### II.2.4) Description of the procurement

Singapore & Malaysia in-market business development representation to drive relationships with key stakeholders and generate a qualified pipeline of FDI prospects for the West

Midlands, UK

### II.2.5) Award criteria

Quality criterion - Name: Proven Experience / Weighting: 15

Quality criterion - Name: Approach Methodology / Weighting: 15

Quality criterion - Name: Programme Management / Weighting: 10

Quality criterion - Name: Additional Commercial Value / Weighting: 5

Quality criterion - Name: Events Management / Weighting: 10

Quality criterion - Name: Social Value / Weighting: 10

Quality criterion - Name: Sustainability / Weighting: 5

Price - Weighting: 30

### II.2.11) Information about options

Options: No

### Section IV. Procedure

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

### IV.1.1) Type of procedure

Open procedure

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

The procurement is covered by the Government Procurement Agreement: Yes

### IV.2) Administrative information

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

Notice number: <u>2021/S 000-009883</u>

### Section V. Award of contract

### **Contract No**

2021-WMGC-0003

### Lot No

1

### **Title**

In-Market Representation Australia

A contract/lot is awarded: Yes

### V.2) Award of contract

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

9 August 2021

### V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 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

Forley and Associates Pty Ltd

Suite 48 Level 9, 88 Pitt Street

Sydney NSW 2000 Australia

Country

Australia

**NUTS** code

AU - Australia

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £92,250

Total value of the contract/lot: £92,250

## Section V. Award of contract

### **Contract No**

2021-WMGC-0003

#### Lot No

2

### **Title**

Canada & North Eastern USA

A contract/lot is awarded: Yes

### V.2) Award of contract

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

9 August 2021

### V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 6

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

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

Research Consultants International FDI Inc

1980 Rue Sherbrooke West

Montreal QC H3H 1 E8

Country

Canada

**NUTS** code

• CA - Canada

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: £92,250

Total value of the contract/lot: £76,950

### Section V. Award of contract

### **Contract No**

2021-WMGC-0003

### Lot No

3

### **Title**

India - In-Market Representation

A contract/lot is awarded: Yes

### V.2) Award of contract

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

9 August 2021

### V.2.2) Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 6

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

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

International Advisory Council Private Ltd

303 Corporate Avenue, Sonowala Road, Goregaon East

Mumbai

Country

India

**NUTS** code

• IN - India

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: £92,250

Total value of the contract/lot: £87,500

### Section V. Award of contract

### **Contract No**

2021-WMGC-0003

### Lot No

4

### **Title**

Singapore & Malaysia In-market Representation

A contract/lot is awarded: Yes

### V.2) Award of contract

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

9 August 2021

### V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 4

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

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

Orrissa International Pvt Ltd

100 Bukit Merah Central

Inno Centre

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: £45,000

Total value of the contract/lot: £45,000

# **Section VI. Complementary information**

## VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

Baskerville House 2 Centenary Square Birmingham United Kingdom

Birmingham

**B1 2ND** 

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