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Awarded contract

In-Market Representation Contract

WEST MIDLANDS GROWTH COMPANY LIMITED

F03: Contract award notice

Notice reference: 2021/S 000-025216

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

B12ND

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: [2021/S 000-009883](#)

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

Email

ronny.tigere@wmgc.com

Telephone

+44 1212025115

Country

United Kingdom

