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Tender

In Market Representation Europe US

West Midlands Growth Company

F02: Contract notice

Notice identifier: 2023/S 000-028919

Procurement identifier (OCID): ocds-h6vhtk-0406fe

Published 2 October 2023, 10:26am

Section I: Contracting authority

I.1) Name and addresses

West Midlands Growth Company

The Colmore Building 20 Colmore Circus Queensway B4 6AT

Birmingham

B4 6AT

Contact

Zoe Middleton

Email

zoe.middleton@wmgrowth.com

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

www.wmgrowth.co.uk

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

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 Europe US

Reference number

2023-WMGC-0173

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 partner(s) for a 16-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 FDI (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 To help improve perceptions of the West Midlands region and the West Midlands Growth Company amongst key target audiences

II.1.5) Estimated total value

Value excluding VAT: £194,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

II.2) Description

II.2.1) Title

Europe

Lot No

Lot 1

II.2.2) Additional CPV code(s)

- 73210000 - Research consultancy services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

Lot 1 - Europe

II.2.5) Award criteria

Cost criterion - Name: Cost / Weighting: 30

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 December 2023

End date

31 March 2025

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: Yes

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

US Midwest

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 73210000 - Research consultancy services

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

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II.2.5) Award criteria

Cost criterion - Name: Cost / Weighting: 30

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 December 2023

End date

31 March 2025

This contract is subject to renewal

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II.2.10) Information about variants

Variants will be accepted: Yes

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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.2.2) Time limit for receipt of tenders or requests to participate

Date

1 November 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

1 November 2023

Local time

1:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

West Midlands Growth Company

Birmingham

B4 6AT

Country

United Kingdom

Internet address

www.wmgrowth.com