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Contract

In-Market Representation Contract

WEST MIDLANDS GROWTH COMPANY LIMITED

F20: Modification notice

Notice identifier: 2022/S 000-030406

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

Published 27 October 2022, 4:51pm

Section I: Contracting authority/entity

I.1) Name and addresses

WEST MIDLANDS GROWTH COMPANY LIMITED

Birmingham

Contact

Charlene Joseph

Email

charlene.joseph@wmgrowth.com

Telephone

+44 7483079297

Country

United Kingdom

Region code

UKG31 - Birmingham

Companies House

Commercial Working Group

Internet address(es)

Main address

www.wmgrowth.com

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.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 at the time of conclusion of the contract:

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

Start date

28 October 2022

End date

31 March 2023

Section IV. Procedure

IV.2) Administrative information

IV.2.1) Contract award notice concerning this contract

Notice number: [2021/S 000-025216](#)

Section V. Award of contract/concession

Contract No

2021-WMGC-0003

Lot No

4

Title

Singapore & Malaysia In-market Representation

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract/concession award decision:

9 August 2021

V.2.2) Information about tenders

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

V.2.3) Name and address of the contractor/concessionaire

Orissa International Ltd

1003 Bukit Merah Central

Singapore

Country

Singapore

NUTS code

- SG - Singapore

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

Yes

V.2.4) Information on value of the contract/lot/concession (at the time of conclusion of the contract;excluding VAT)

Total value of the procurement: £45,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Commercial Working Group

Birmingham

Country

United Kingdom

Section VII: Modifications to the contract/concession

VII.1) Description of the procurement after the modifications

VII.1.1) Main CPV code

- 79342000 - Marketing services

VII.1.3) Place of performance

NUTS code

- SG - Singapore

VII.1.4) Description of the procurement:

Successful outcomes will require the appointed delivery partner to:

- Take on the role of West Midlands Growth Company's strategic business development and front end sales partner in inward investment lead generation, 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.

VII.1.5) Duration of the contract, framework agreement, dynamic purchasing system or concession

Start date

28 October 2022

End date

31 March 2023

VII.1.6) Information on value of the contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession:

£45,000

VII.1.7) Name and address of the contractor/concessionaire

Orissa International Ltd

Singapore

Country

Singapore

NUTS code

- SG - Singapore

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

Yes

VII.2) Information about modifications

VII.2.1) Description of the modifications

Nature and extent of the modifications (with indication of possible earlier changes to the contract):

1.1 The Parties agree the following amendments to the Agreement:

1.2 An increased target number of 'landed' investment project wins from 3 to 4

1.3 An increase in the target number of qualified prospects to 90

1.4 An increase in the target active number of projects to 26

1.5 To arrange and deliver a minimum of 2 partnership events with

relevant trade associations & industry bodies with a total combined audience of no fewer than 30 well qualified attendees who have current or future aspirations of growth/expansion into the UK.

1.6 To arrange 10 qualified investor/intermediary 1:1 meetings with well qualified prospective businesses/investors who have FDI interest during the in-market mission

1.7 A doubling of human resource allocated to the contract from October 1st through until the end of March 2023.

1.8 Orissa will provide additional coverage in additional markets across South-East Asia in addition to Singapore & Malaysia. These additional markets are: Indonesia, Thailand, Vietnam and the Philippines.

1.9 Orissa will deliver one virtual event specifically targeted at generating

pipeline/promoting the West Midlands' 'Global Growth Programme' to companies across this wider geography.

1.10 Additional performance related pay will only be awarded from the second landed project and for jobs beyond the first 20 jobs linked to successfully landed projects

VII.2.2) Reasons for modification

Need for additional works, services or supplies by the original contractor/concessionaire.

Description of the economic or technical reasons and the inconvenience or duplication of cost preventing a change of contractor:

(b)for additional works, services or supplies by the original contractor that have become necessary and were not included in the initial procurement, where a change of contractor-

(ii)would cause significant inconvenience or substantial duplication of costs for the contracting authority.

The increase in price does not exceed 50% of the value of the original contract.

VII.2.3) Increase in price

Updated total contract value before the modifications (taking into account possible earlier contract modifications, price adaptations and average inflation)

Value excluding VAT: £14,444.48

Total contract value after the modifications

Value excluding VAT: £59,444.48