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Tender

UK Pavilion at Expo 2025 Osaka - International Content Design Services (ICDS)

Department for International Trade

F02: Contract notice

Notice identifier: 2022/S 000-031654

Procurement identifier (OCID): ocds-h6vhtk-037da9

Published 9 November 2022, 10:45am

Section I: Contracting authority

I.1) Name and addresses

Department for International Trade

Old Admiralty Building, Admiralty Place

London

SW1A 2DY

Email

MajorWorldEventsCommercial@trade.gov.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/department-for-international-trade>

I.3) Communication

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

<https://uktrade.app.jaggaer.com/web/login.html>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://uktrade.app.jaggaer.com/web/login.html>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://uktrade.app.jaggaer.com/web/login.html>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

Other activity

Central Government

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

UK Pavilion at Expo 2025 Osaka - International Content Design Services (ICDS)

Reference number

Project_1349

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

His Majesty's Government (HMG), has a requirement for the provision of International Content Design Services (ICDS) to support the delivery of the UK Pavilion (UKP) at Expo 2025 Osaka.

Expo 2025 ("Expo") will be taking place in Osaka, Japan. Expo will run from 13th April 2025 to 13th October 2025. This World Expo is a global gathering of nations dedicated to finding solutions to pressing challenges of our time by offering a journey inside a universal theme through engaging and immersive activities. The overarching theme of Expo 2025 is "Designing Future Society for Our Lives". Expo will welcome visitors from all over the world, allowing countries to build extraordinary pavilions and transform the host city for years to come. The UK is looking to deliver its pavilion with the theme of "See Things Differently – Tomorrow, Today".

HMG wishes to appoint a supplier to provide creative ideas to help shape the concept, content and visitor experience for the UKP at Expo. HMG is seeking a dedicated, inventive, and inspiring creative supplier that will enable us to interpret the UK's contribution to the theme to create the most original, inspiring and memorable visitor experience possible.

The Contract shall be split into two (2) Work Packages, (A) and (B). (A) will be a committed ask for the supplier to deliver upon award of contract. (B) will be a contract option, only

commissioned by HMG if required. The contract term will run for an initial period of thirty-six (36) months, with an option to extend by up to six (6) months. Earliest estimated contract award is March 2023.

The contract has an estimated maximum budget of £1.44m (including VAT) (£1.2m excluding VAT) and this value includes any available contract option(s) (i.e., Work Package (B)).

This competition offers the awarded supplier the chance to be an integral part of the UK's contribution to 'Designing Future Society for Our Lives' at Expo 2025 Osaka. Through participation at Expo 2025, the UKP aims to achieve the following strategic objectives:

- Increase positive perceptions of the UK in Japan and globally;
- Increase visitors to the UK;
- Increase the propensity of people to study in the UK;
- Develop collaborative relationships with other nations in the Asia-Pacific region and globally;
- Support Key UK international policy priorities; and
- Boost UK business in Japan

The Department for International Trade (DIT) is running this procurement on behalf of HMG. The procurement is being run as Restricted Procedure Procurement, meaning there are two stages. The publication of this notice indicates the commencement of Stage 1. Interested Suppliers should register and access the procurement documentation via the link on this notice to the e-tendering portal Jaggaer. Stage 1 requires the completion of the Standard Selection Questionnaire (SSQ) by the deadline stated on this notice. SSQ Responses will be evaluated in line with the methodology stated in the procurement documents. Suppliers will then be shortlisted for Stage 2, which will be the Invitation to Tender (ITT).

II.1.5) Estimated total value

Value excluding VAT: £1,200,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79900000 - Miscellaneous business and business-related services
- 79930000 - Specialty design services

II.2.3) Place of performance

NUTS codes

- JP - Japan
- UK - United Kingdom

Main site or place of performance

Concepts, content and ideas for experience can be developed anywhere, however will be used at Expo in Osaka, Japan

II.2.4) Description of the procurement

HMG is looking to procure the services of a creative agency to help conceive and bring to life the concept for the UK Pavilion (UKP) at Expo 2025. It will need to align with Expo's theme of "Designing Future Society for Our Lives", the district of "Saving Lives" that the UK's plot has been secured in, and the UK's Theme Statement – "See Things Differently – Tomorrow, Today"

The Supplier will be responsible for interpreting the UK's Theme Statement into an engaging visitor experience, which informs, entertains, and promotes the UK as a world class destination for tourism, education, business and trade. The UK Theme Statement has defined the name of the main exhibition of the proposed UKP: "See Things Differently – Tomorrow, Today". The Supplier must ensure that the theme and sub-theme flow through all proposed concepts, content and visitor experience.

The UKP will be content led, focusing on content and visitor experience as a priority, and used to promote the UK's strengths to the world, including world-class universities, ground-breaking research, high-tech start-ups, creative industries and goods and beverage sectors.

The Supplier must work hand-in-hand with official sponsors of the UK Pavilion, who must be fully integrated into the concept and design of what is to be delivered. The UKP must be recognisably British without being over reliant on stereotypes and must engage with the local audience in a way that conveys the UK's messages clearly.

This requirement consists of two Work Packages.

Work Package (A): Narrative/Concept, Visitor Experience, Content Design, and Conceptual Pavilion Design, Costing and Testing

As part of Work Package (A), the Supplier will be expected to deliver the following:

- Narrative / Storyboard / Concept
- Visitor Experience Proposition (Physical – which should be translatable to Virtual)
- Content Design
- Conceptual Pavilion Design
- Cost Plan
- Early Testing – local market testing of ideas in consultation with other stakeholders across HMG as well as Sponsors

Work Package (B) is a contract option which may be commissioned to the award supplier. If HMG chooses to commission Work Package (B), it may do so in whole, or in part, and may do so some time after completion of Work Package (A).

Work Package (B): Support & Advisory Services: to the full architectural design supplier; in respect of the visitor experience and content production and implementation; and ongoing monitoring and management of live experience.

Work Package (B) requires the Supplier to work in a supporting role to oversee the implementation of their concepts, proposed content and experience, ensuring the realisation of their design, which may include the following services:

- Support the supplier responsible for the full architectural design of UKP to ensure the creative vision is realised
- Creative advisory to construction supplier of UKP
- Support production and delivery of content (Fitout & Final Exhibit)
- Oversight and Management of UKP Visitor Experience and Content Production
- Monitoring and management of live experience

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement

documents

II.2.6) Estimated value

Value excluding VAT: £1,200,000

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

Start date

21 March 2023

End date

31 December 2025

This contract is subject to renewal

Yes

Description of renewals

The contract can be extended by up to a further six (6) months if so required for the decommissioning of the UK Pavilion

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

As described in this notice and the procurement documentation available through Jaggaer, Work Package (B) is an Option, and shall only be commissioned to the awarded supplier if required by HMG.

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.2.14) Additional information

DIT is intending to hold a Virtual Supplier Engagement Meeting on 21st November 2022 (date subject to change). If you are interested in attending, please use the messaging function in Jaggaer, confirming your interest and providing email addresses for your attendees. DIT will then send out e-invites. The session will be held on MS Teams, there will not be an option for in-person attendance.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

There is no requirement to be enrolled on professional or trade registers

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

Restricted 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: [2022/S 000-030676](#)

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

Date

9 December 2022

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

17 January 2023

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

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Department for International Trade

Old Admiralty Building, Admiralty Place

London

Country

United Kingdom