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Contract

International Relations and Trade Events Management

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2025/S 000-037280

Procurement identifier (OCID): ocds-h6vhtk-03a10d

Published 4 July 2025, 8:58am

Section I: Contracting authority

I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

Contact

CPS Advice Mailbox

Email

CPSProcurementAdvice@gov.wales

Telephone

+44 3000257095

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://gov.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

International Relations and Trade Events Management

Reference number

C092/2024/2025

II.1.2) Main CPV code

- 79415200 - Design consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The Welsh Government requires bidders to provide a fully costed proposal to deliver and manage events for the International Relations department from April 2025 until March 2027 with the potential to extend the contract for up to a further year until March 2028.

This procurement will be run under Lot 5 of The Welsh Government's Communications and Marketing Framework (F228-2022-2023)

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £990,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

The Welsh Government requires bidders to provide a fully costed proposal to deliver and manage events for the International Relations department from April 2025 until March 2027 with the potential to extend the contract for up to a further year until March 2028.

This procurement will be run under Lot 5 of The Welsh Government's Communications and Marketing Framework (F228-2022-2023)

II.2.5) Award criteria

Quality criterion - Name: Event Delivery methodology – Demonstrate your approach to delivering events that meet the requirements set out within the specification, from pre-event preparation through to delivery and evaluation / Weighting: 30

Quality criterion - Name: Project management - Evidence how you will project manage the requirements of the specification and an ability to react and deliver events within a given deadline over the duration of the contract. / Weighting: 30

Quality criterion - Name: Resourcing - Provide a resourcing plan which details the project team and any sub-contractors that you will use to deliver the contract. / Weighting: 20

Price - Weighting: 20

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 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: [2023/S 000-002773](#)

Section V. Award of contract

Contract No

C092/2024/2025

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

4 June 2025

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 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

Freshwater

Raglan House, Malthouse Avenue, Cardiff Gate Business Park

Cardiff

CF238BA

Country

United Kingdom

NUTS code

- UK - United Kingdom

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: £990,000

Total value of the contract/lot: £990,000

Section VI. Complementary information

VI.3) Additional information

(WA Ref:152975)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom