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Tender

## **MIDAS Invitation to Tender: Market-focussed Business Development - Investment Zone Project**

Manchester Investment & Development Agency Service Limited

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-053686

Procurement identifier (OCID): ocds-h6vhtk-05938b ([view related notices](#))

Published 3 September 2025, 5:01pm

### **Scope**

### **Reference**

GC26 - 008

### **Description**

MIDAS are seeking to appoint two providers of pro-active strategic business development to generate Foreign Direct Investment (FDI) projects in each of two key markets: North America and Asia Pacific. The sectors to be targeted are to be aligned to the Greater Manchester (GM) Investment Zone and the purpose is the attraction of high-value businesses and investment into GM to create new jobs, increase innovation, and add value to the GM ecosystem.

The appointed contractor(s) must deliver a specialist market-focussed business development function aligned to the Greater Manchester (GM) Investment Zone for MIDAS, driving the attraction of high-value businesses and investment into GM to create new jobs, increase innovation, and add value to the GM ecosystem.

MIDAS are looking for up to two suppliers, one of whom would focus on the North

American market, the other on APAC.

The Key Deliverables of this project are, ultimately FDI project successes, with ongoing measurement via a number of KPIs which must be achieved throughout the duration of the contract.

- 1) Identify and approach an average of at least 50 qualified targets per month.
- 2) Meetings - A minimum of 12 meaningful meetings per month.
- 3) Roadshows - Organise at least 3 per annum for a MIDAS Director to join, with at least 10 meaningful project meetings per visit.
- 4) Pipeline Projects - Instigate a minimum of 4 new job-creating FDI projects per month which are aligned with Greater Manchester.
- 5) Project Successes - From the generated pipeline, work with MIDAS' UK team to deliver up to 400 jobs and 7 successful investment projects annually.

To apply for this tender opportunity, please register as a supplier on the Panacea Supplier Platform at the following web address: <https://app.panacea-software.com/growth>

Once you have accessed the site, to view the opportunity you need to navigate to 'Register Interest', click the 'Participate' Button, then navigate to 'My Questionnaires' where you will be able to download the documents. Your tender submission must be made on the Panacea Portal.

Please ensure you have registered on the Central Digital Platform, so you are able to complete the Procurement Specific Questionnaire in Panacea. Please see this link for guidance - <https://www.gov.uk/government/publications/procurement-act-2023-short-guides/suppliers-how-to-register-your-organisation-and-first-administrator-on-find-a-tender-in-three-easy-steps-html>

ALL the relevant tender documents are included within the 'Response' section of the Questionnaire. You can add these individually or utilise a Zip folder to submit your response. Once uploaded, this will allow you to 'Submit' your bid.

The documents contain instructions and information for your tender, including specification of requirements, and the key assessment and evaluation criteria that will be used to assess offers.

The deadline for submission of the required documents is at 16:00pm on Friday 26th September 2025.

### **Total value (estimated)**

- £135,000 excluding VAT
- £162,000 including VAT

Below the relevant threshold

### **Contract dates (estimated)**

- 20 October 2025 to 19 October 2026
- Possible extension to 19 April 2027
- 1 year, 6 months

Description of possible extension:

The contract period is envisaged for an initial period of up to 12 months, commencing Oct / Nov 2025. We may extend the contracted period, subject to the success of the programme and budget for a further 6 months.

### **Main procurement category**

Services

### **CPV classifications**

- 79411000 - General management consultancy services
  - 79311400 - Economic research services
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## **Lot 1. North America**

### **Description**

See Tender Documents

### **Lot value (estimated)**

- £67,500 excluding VAT
- £81,000 including VAT

### **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Lot 2. Asia Pacific**

### **Description**

See Tender Documents.

### **Lot value (estimated)**

- £67,500 excluding VAT

- £81,000 including VAT

## **Same for all lots**

CPV classifications and contract dates are shown in the Scope section, because they are the same for all lots.

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## **Participation**

### **Particular suitability**

**Lot 1. North America**

**Lot 2. Asia Pacific**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Enquiry deadline**

17 September 2025, 5:00pm

### **Tender submission deadline**

26 September 2025, 4:00pm

### **Submission address and any special instructions**

<https://app.panacea-software.com/growth/>

## Tenders may be submitted electronically

Yes

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## Award criteria

Name	Type	Weighting
Quality	Quality	70%
Value for Money	Price	20%
Social Value	Quality	10%

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## Procedure

### Procedure type

Below threshold - open competition

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## Contracting authority

### Manchester Investment & Development Agency Service Limited

- Companies House: 03323710

1st Floor, Churchgate House

Manchester

M1 6EU

United Kingdom

Contact name: Marc Ripley

Email: [marc.ripley@growthco.uk](mailto:marc.ripley@growthco.uk)

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government

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## Other organisation

These organisations are carrying out the procurement, or part of it, on behalf of the contracting authorities.

## The Growth Company

Summary of their role in this procurement: These organisations are carrying out the procurement on behalf of the contracting authorities.

- Companies House: 02443911

Lee House

Manchester

M1 5JW

United Kingdom

Contact name: Marc Ripley

Email: [marc.ripley@growthco.uk](mailto:marc.ripley@growthco.uk)

Website: <https://www.growthco.uk/>

Region: UKD33 - Manchester

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## Contact organisation

Contact The Growth Company for any enquiries.