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Contract

VisitBritain Dubai Team Medical Insurance

British Tourist Authority t/a VisitBritain/VisitEngland

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-059214

Procurement identifier (OCID): ocds-h6vhtk-05a0f8

Published 24 September 2025, 12:15pm

Scope

Reference

BTA2174

Description

Provision of Health Insurance for the VisitBritain team in Dubai. This is required to ensure compliance with Dubai Health Insurance Law No. 11 of 2013 and provide essential healthcare coverage that supports staff wellbeing, morale, and operational continuity while avoiding legal and visa-related risks. A direct award was agreed via DCMS approval for 2025/2026 to ensure timely medical insurance coverage for staff members as this presents significant operational and compliance risks as per Dubai Health Insurance Law No. 11 of 2013. No further direct awards will be made for this requirement, which will be awarded either via a Public Sector Framework Agreement or open competition for 2026/2027.

Contract 1. BTA2174 Dubai Team Medical Insurance DA

Supplier

- [SUKOON INSURANCE PSJC](#)

Contract value

- £39,649.44 excluding VAT
- £47,579 including VAT

Below the relevant threshold

Date signed

18 July 2025

Contract dates

- 27 July 2025 to 26 July 2026
- 1 year

Main procurement category

Services

CPV classifications

- 66512200 - Health insurance services

Contract locations

- AE - United Arab Emirates

Procedure

Procedure type

Below threshold - without competition

Supplier

SUKOON INSURANCE PSJC

Omar Bin Al Khattab Street, Deira

Dubai

5209

United Arab Emirates

Email: service@sukoon.com

Website: <https://www.sukoon.com/>

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. BTA2174 Dubai Team Medical Insurance DA

Contracting authority

British Tourist Authority t/a VisitBritain/VisitEngland

- Public Procurement Organisation Number: PNTZ-2463-JRXX

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

United Kingdom

Contact name: Procurement Team

Email: procurement@visitbritain.org

Website: <https://visitbritain.force.com/s/Welcome>

Region: UKG31 - Birmingham

Organisation type: Public authority - central government