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Tender

India In Market Representation Services

WEST MIDLANDS GROWTH COMPANY LIMITED

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

Notice identifier: 2025/S 000-067005

Procurement identifier (OCID): ocds-h6vhtk-05d083

Published 21 October 2025, 10:51am

Scope

Reference

2025-WMGC-0640

Description

The West Midlands Growth Company (WMGC), in collaboration with the Mayor of the West Midlands, is looking to deliver a high-level regional delegation to India, taking place in February 2026.

In light of this high-profile visit, WMGC is seeking an experienced delivery partner for In Market Representation attracting investment from India to the West Midlands. Ahead of the visit, the In Market Representative that would be engaging with key target audiences and to drive and progress a pipeline of qualified investment opportunities with a focus on Innovation and Technology led sectors with a high likelihood of greenfield investment into the UK, with a particular focus on Cleantech and Future Mobility.

The in-market representation partner will provide local market insights and intelligence, undertake in-market business development activities and pipeline generation and progression, interface with and positively influence key stakeholders, and play a leading

role in in-market event planning and delivery of a programme of meetings and follow-ups after the visit.

Total value (estimated)

- £65,000 excluding VAT
- £78,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 8 December 2025 to 31 March 2026
- 3 months, 24 days

Main procurement category

Services

CPV classifications

- 73210000 - Research consultancy services
- 79411100 - Business development consultancy services

Submission

Tender submission deadline

14 November 2025, 12:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Tenders may be submitted electronically

Yes

Award criteria

Quality 90% / Price 10%

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

<https://in-tendhost.co.uk/wmgrowth.aspx/Home>

Contracting authority

WEST MIDLANDS GROWTH COMPANY LIMITED

- Companies House: 01631329

11th Floor The Colmore Building

Birmingham

B4 6AT

United Kingdom

Email: procurement@wmgrowth.com

Region: UKG31 - Birmingham

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)