

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/068114-2025>

Award

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

MANCHESTER INVESTMENT AND DEVELOPMENT AGENCY SERVICE LIMITED

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-068114

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

Published 24 October 2025, 11:20am

### **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.

---

## **Lot 1. North America**

### **Description**

See Tender Documents

---

## **Lot 2. Asia Pacific**

### **Description**

See Tender Documents.

---

## **Contract 1. North America**

### **Lots**

Lot 1. North America

### **Supplier**

- AVALON CONSULTANCY SERVICES LIMITED

### **Contract value**

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

Below the relevant threshold

### **Award decision date**

21 October 2025

### **Earliest date the contract will be signed**

10 November 2025

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

- 10 November 2025 to 9 November 2026
- Possible extension to 31 May 2027
- 1 year, 6 months, 21 days

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**

- 79311400 - Economic research services
- 79411100 - Business development consultancy services

---

## **Contract 2. Asia Pacific**

### **Lots**

Lot 2. Asia Pacific

## **Supplier**

- INT Advisory Council

## **Contract value**

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

Below the relevant threshold

## **Award decision date**

21 October 2025

## **Earliest date the contract will be signed**

10 November 2025

## **Contract dates (estimated)**

- 10 November 2025 to 9 November 2026
- Possible extension to 31 May 2027
- 1 year, 6 months, 21 days

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

- 79311400 - Economic research services
- 79411100 - Business development consultancy services

## Contract locations

- IN - India

---

## Information about tenders

### Lot 1. North America

- 3 tenders received
- 3 tenders assessed in the final stage:
  - 3 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

---

### Lot 2. Asia Pacific

- 5 tenders received

- 5 tenders assessed in the final stage:
  - 5 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 4 suppliers unsuccessful (details included for contracts over £5 million)

---

## **Procedure**

### **Procedure type**

Below threshold - open competition

---

## **Suppliers**

### **AVALON CONSULTANCY SERVICES LIMITED**

- Companies House: 03234640
- Public Procurement Organisation Number: PXWP-4448-GYYR

Building 18, Gateway 1000 Whittle Way

Stevenage

SG1 2FP

United Kingdom

Email: [faye.smith@avaloncsl.com](mailto:faye.smith@avaloncsl.com)

Website: <http://www.avaloncsl.com>

Region: UKH23 - Hertfordshire

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. North America

## **INT Advisory Council**

- Public Procurement Organisation Number: PNHJ-6539-LTTY

150 Udyog Bhavan

Mumbai

400063

India

Email: [jaya.mythi@intadc.com](mailto:jaya.mythi@intadc.com)

Website: <http://www.iacindia.com>

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 2. Asia Pacific

---

## Contracting authority

### **MANCHESTER INVESTMENT AND DEVELOPMENT AGENCY SERVICE LIMITED**

- Companies House: 03323710
- Public Procurement Organisation Number: PHGY-3648-HJZN

Greater Manchester Combined Authority C/O P.Harris 1st Floor, Churchgate House  
Manchester

M1 6EU

United Kingdom

Email: [tenders@growthco.uk](mailto:tenders@growthco.uk)

Region: UKD33 - Manchester

Organisation type: Public authority - sub-central government

---

## Other organisation

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

### **THE GROWTH COMPANY LIMITED**

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

- Companies House: 02443911
- Public Procurement Organisation Number: PLRD-7665-DLPV

Lee House

Manchester

M1 5JW

United Kingdom

Email: [tenders@growthco.uk](mailto:tenders@growthco.uk)

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

Region: UKD33 - Manchester

---

## Contact organisation

Contact THE GROWTH COMPANY LIMITED for any enquiries.