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Award

Market Development Overseas - South East Asia (Malaysia Office)

Sheffield Hallam University

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-068118

Procurement identifier (OCID): ocids-h6vhtk-05d337

Published 24 October 2025, 11:23am

Scope

Reference

2425-13-SAS-LC

Description

The SHU Malaysian in-country consultant provides a management framework to deliver numerous services in support of Admissions and Student Recruitment from the South East Asia region.

The services provided under the contract are as follows:

- student recruitment, admissions, conversion and support of UKVI compliance
- marketing, market research and intelligence, analysis of opportunities and local advice
- market development
- partnership support

- applicant and Recruitment Consultant and partner relationship management
- events management, logistics and visit support
- identification and development of new business opportunities
- management of the University alumni network in the Territories
- ensuring compliance with all relevant external (UK) requirements and Law relating to international student recruitment, collaborative partnerships and consultancy activities

including, but not limited to, compliance with: UKVI, QAA, fraud, bribery and corruption legislation, data protection legislation, equalities, human trafficking and modern slavery legislation)

- management of the enquiry, admissions and customer relationship processes

5 years with a break clause after 2 years (2 years +2+1)

£1,893,672 including VAT

Contract 1. Market Development Overseas - South East Asia (Malaysia Office)

Supplier

- NATION PRIDE SDN BHD

Contract value

- £1,893,672 including VAT

Above the relevant threshold

Earliest date the contract will be signed

5 November 2025

Contract dates (estimated)

- 5 November 2025 to 4 November 2027
- Possible extension to 4 November 2030
- 5 years

Description of possible extension:

Optional extension +2 years +1 year

Main procurement category

Services

CPV classifications

- 98900000 - Services provided by extra-territorial organisations and bodies

Contract locations

- MY - Malaysia
-

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Extreme and unavoidable urgency

Sheffield Hallam University intends to award a contract for specialist admissions and risk management services to its existing supplier, Nationpride. These services are critical to business continuity, income generation, and operational risk management, requiring extensive training, experience, and trust in the provider.

While a small number of suppliers could potentially offer similar services, the University considers that continuity with the current provider represents the most appropriate and low-risk option at this time, ensuring stability in the delivery of these complex functions.

The contract will be established as a short-term arrangement of two years, allowing time for further market engagement and assessment of supplier capability. This approach ensures uninterrupted delivery of critical services while enabling the University to prepare for a future competitive tender process.

Direct award justification must be 'Extreme and unavoidable urgency' if supplier identifier and identification register combination has not been registered

Supplier

NATION PRIDE SDN BHD

- Companies House: 1358092A

56 Jalan USJ 2/5K,

Subang Jaya, Selangor

47600

Malaysia

Email: admin@nation-pride.com

Contract 1. Market Development Overseas - South East Asia (Malaysia Office)

Contracting authority

Sheffield Hallam University

- UK Register of Learning Providers (UKPRN number): 10005790
- Public Procurement Organisation Number: PVMW-4512-JZYY

City Campus

Sheffield

S1 1WB

United Kingdom

Email: strategicprocurement@shu.ac.uk

Website: <http://www.shu.ac.uk>

Region: UKE32 - Sheffield

Organisation type: Public authority - sub-central government