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Contract

## **Sales Agency Representation - German Speaking Markets (Business Events)**

VisitScotland

F03: Contract award notice

Notice identifier: 2025/S 000-085821

Procurement identifier (OCID): ocds-h6vhtk-0492d1

Published 23 December 2025, 12:53pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

VisitScotland

Waverley Court, 4 East Market Street

Edinburgh

EH8 8BG

#### **Email**

[kirsty.strowes@visitscotland.com](mailto:kirsty.strowes@visitscotland.com)

#### **Telephone**

+44 1314722222

#### **Country**

United Kingdom

#### **NUTS code**

UKM75 - Edinburgh, City of

**Internet address(es)**

Main address

<http://www.visitscotland.org>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00118](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Tourism

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Sales Agency Representation - German Speaking Markets (Business Events)

Reference number

VSEH24006

#### **II.1.2) Main CPV code**

- 79416000 - Public relations services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

VisitScotland is seeking to appoint a suitably qualified vendor for the provision of Sales Agency Representation to the German speaking markets (Germany, Switzerland & Austria) to support Business Events activity.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £285,000

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79416100 - Public relations management services

#### **II.2.3) Place of performance**

NUTS codes

- DE - Germany

Main site or place of performance

German Speaking Markets (Germany, Switzerland & Austria)

#### **II.2.4) Description of the procurement**

VisitScotland is seeking to appoint a suitably qualified vendor for the provision of Sales Agency Representation to the German Speaking markets of Germany, Switzerland and Austria to support Business Events activity.

#### **II.2.5) Award criteria**

Quality criterion - Name: Applied understanding of the Business Events Market and track record of generating new business in German-speaking MICE markets / Weighting: 20

Quality criterion - Name: Proposed strategic approach to delivering on our business expectations in terms of generating enquiries and promoting Scotland as a destination for Business Events / Weighting: 20

Quality criterion - Name: Creativity and effectiveness of proposed approach including marketing communications channels, promotional events and potential collaborative opportunities / Weighting: 10

Quality criterion - Name: Sustainability of approach in delivering non-digital activity (travel, use of resources) / Weighting: 10

Price - Weighting: 40

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2024/S 000-026761](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

14 March 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

MMGY

58 Southwark Bridge Road

London

SE1 0AS

Telephone

+44 7787503130

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

**V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £285,000

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(SC Ref:809834)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court

Edinburgh

Country

United Kingdom