



Department for  
International Trade

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19 February 2021

Dear Sir/Madam,

**Notice of Contract Award Decision: BN Americas**

Thank you for your bid dated 12/12/2020 for the provision of Market intelligence information online platform services.

I am pleased to inform you that the Chief Operating Officer for the Department of International Trade has made the decision to award the contract for the provision of sector trade and investment market intelligence to BN Americas.

The award criteria for this contract was based on i) Cost/Value-for-money element, ii) Service delivered beforehand/proven ability to deliver contract, iii) Full geographic coverage of Region (Key criteria), iv) level of sector detail and relevance to DIT Sectors, v) past reliability/views of other DIT stakeholders, vi) tailored question answering service provided, vii) availability on measuring usage, viii) availability of granular sector trade data.

Please proceed with the performance of the contract in accordance with its terms and acknowledge this award of Contract to you by completing the sections under the signature and returning a copy to this office.

Thank you for your interest in this bidding process and we look forward to working with you on this contract.

Yours faithfully

Ben Ainsley  
Chief Operating Officer  
DIT LATAC

Sign: Ben Ainsley

Sign:

*Signed for on behalf of the DIT by*

Name: Ben Ainsley

Position: LATAC COO

*Signed for on behalf of the Contractor by*

Name: Ankit Rai

Position: Director

Date: 19/02/2021