

NGI

**SECRET STRATEGIES ON HOW TO WIN A PUBLIC
TENDERS ABROAD**

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INTERNATIONAL TENDERING – EXPLORE A NEW WORLD OF OPPORTUNITIES

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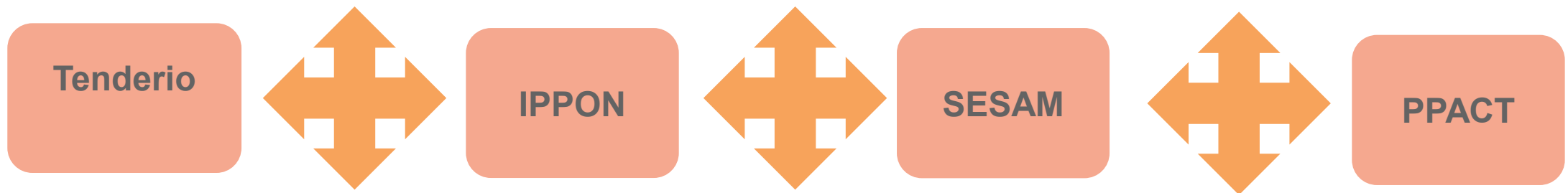
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INTRODUCTION



TENDERIO TASKFORCE RESULTS

COSME - Help SMEs to improve their access to public procurement

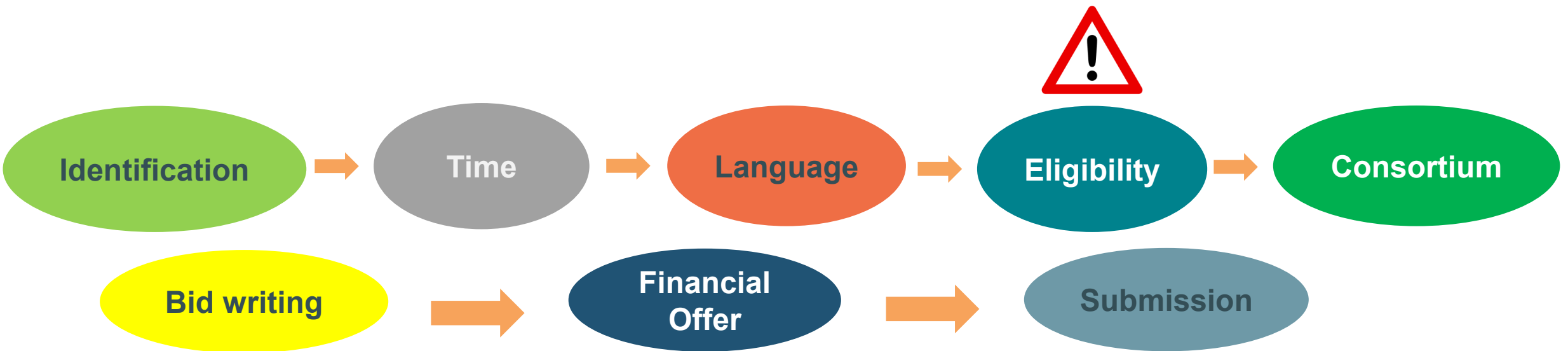


SECRET STRATEGIES ON HOW TO WIN A TENDER

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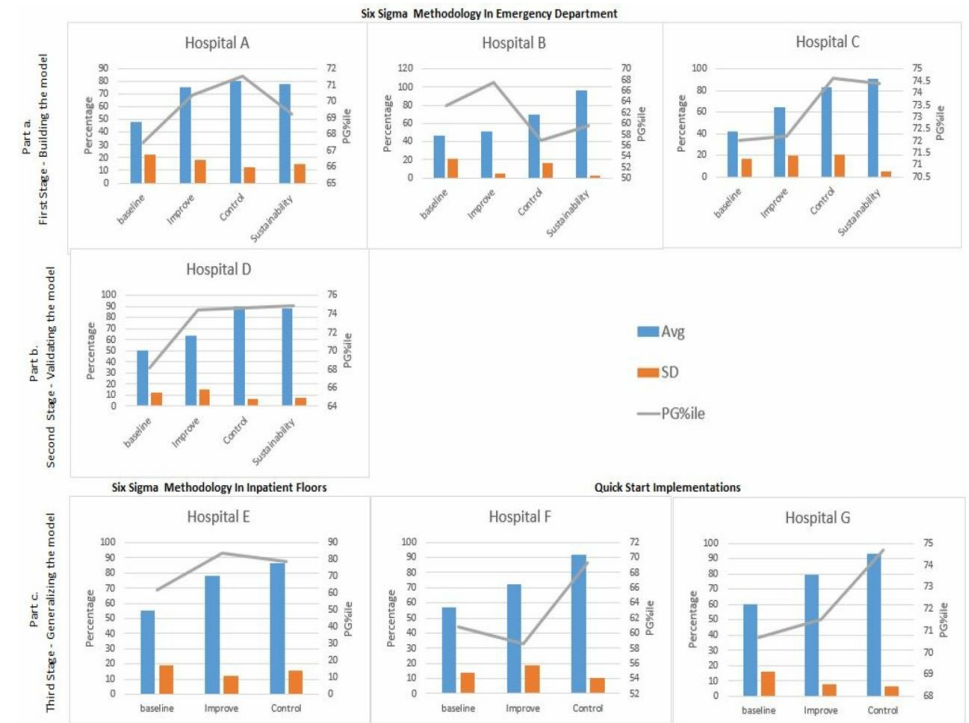
SUBMISSION OF AN “EXPRESSION OF INTEREST”

- Upon the “Invitation to participate to tender” subcontracting or partnering with a company which has not expressed an interest before (and therefore, in many cases is not eligible to bid) and is best positioned to do the job



USING A BENCHMARKING SERVICE AND TEAMING UP WITH PREVIOUS WINNERS

- A benchmarking service (amongst others) is offered by the Tenderio project (see here: <https://www.tenderio.com/benchservice.html>). With this service, any company can benchmark their business against companies which have been successfully awarded contracts, in the segment or the sector related to their expertise.



THE QUALITY/ PRICE RATIO IS (STILL) 60/40 MOTIVATING COMPANIES FROM LOWER INCOME COUNTRIES (EASTERN AND CENTRAL EUROPE) TO APPLY.

- The SMEs located in lower income countries can specifically search for tenders where the financial offer has a greater weight. Here the price offered is lower than what the competitors are willing to offer and even though the bidder scored less in the qualitative part, the low financial offer secured them the contract. In the end the financial was still economically advantageous to the contractor.



CONSORTIUM BASED APPROACH

- Before a call for tenders is published, a core group of companies which have worked successfully with each other in the past sets up a 'nucleus' of the consortium. Once the tender specifications are known, they may invite other partner(s) in order to fill in the missing competences or references.

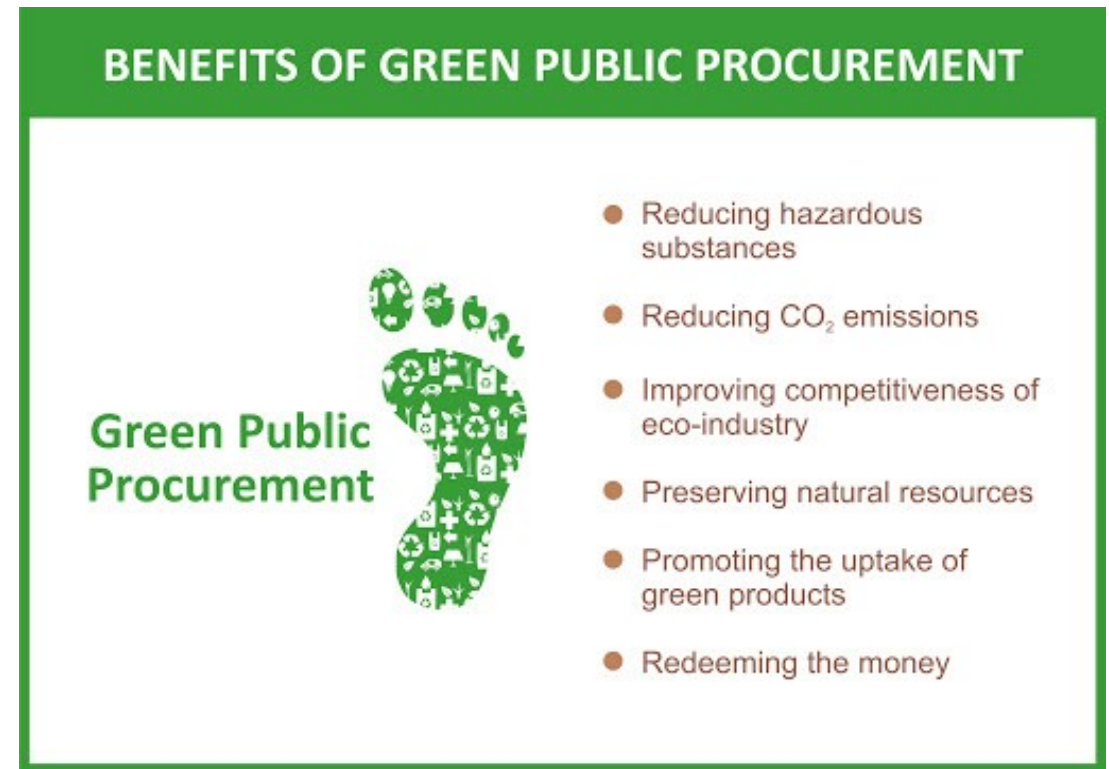


TEAMING UP WITH LARGE COMPANIES



REPLYING TO GREEN PROCUREMENT TENDERS

- Green public procurements demand certain ecological /environmental friendly features or effects. It is usually proved by certification of in-built / materials, components, equipment, provided by manufacturers. This is not problematic for SME's. Problems for SME's arise when tenderers demand international certifications such as SIST EN 45011 / ISO 65 / ISO 14001 / EMAS scheme, which are very costly and often unreachable for SMEs.



BIDDING FOR A PUBLIC CONTRACT PUBLISHED BY AN INTERNATIONAL ORGANIZATIONS

- These international organizations include; the UN, AFD, OSCE, ERBD, etc. (Statistically, the number of offers received by these procurers is lower compared to the tenders at national or regional level). Public procurement funded by international funders are a major development opportunity for enterprises: this market represents more than \$142 billion per year.



PARTICIPATING AS PARTNERS IN PCP (PRE-COMMERCIAL PROCUREMENT) OR PPI (PUBLIC PROCUREMENT OF INNOVATIVE SOLUTIONS) OR REPLYING TO PCP / PPI TENDERS

Pre-Commercial Procurement - Characteristics

○ What is it for?

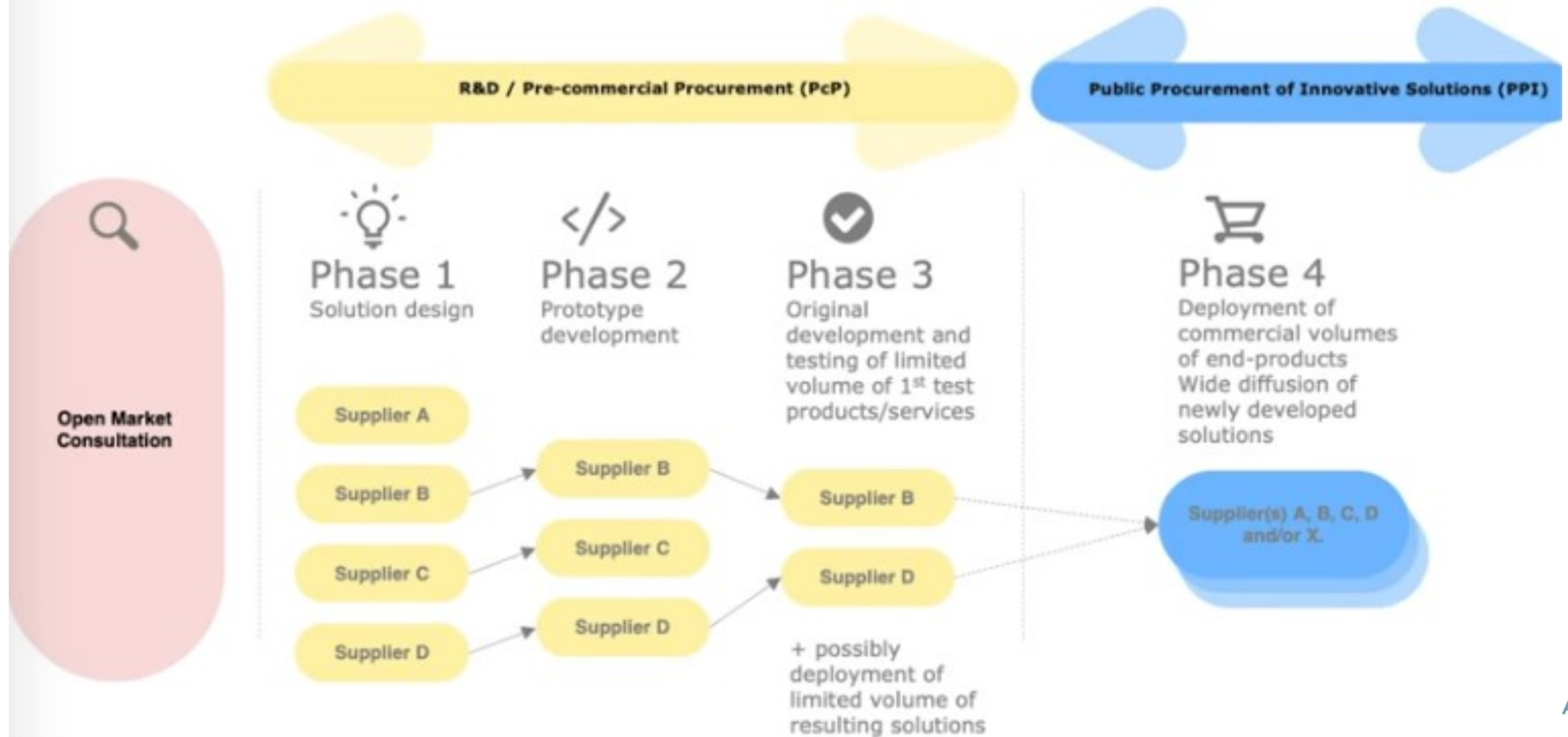
- Public sector modernization
 - Challenging market players to develop innovative solutions for addressing specific needs
- Opening up business opportunities for supply side
 - Enabling suppliers (including also small players) to gain leadership in new markets

○ How does it work?

- Procuring R&D services
- Competitive development in phases
- Risk benefit sharing at market conditions

Pre-commercial Procurement

- ✓ Procuring R&D services
- ✓ Competitive development in phases
- ✓ Risk-benefit sharing at market conditions
- ✓ Creating growth and jobs in Europe



Pre-Commercial Procurement – What is it NOT?

○ PCP is not an R&D grant

- PCP is a public procurement – demand driven: The buyer defines the solution requirement, selects suppliers, steers the development towards its needs, determines which suppliers continue to the next phase, transaction is a purchase at market price (no funding rate)
- R&D grants are supply side driven: the supplier defines and steers the scope of the R&D it wants to do, transaction is a subsidy (funding rates, eligible cost).

○ PCP is not PPI (public procurement of innovation)

- PPI is commercial deployment of innovative solutions: public sector acts as early adopter of commercial volumes of innovative end-solutions newly arriving on the market

Pre-Commercial Procurement – Why participate?

○PCP enables to

- Speed up time-to-market for breakthrough innovations
- Share developments risks with procurer
- Facilitate the access of new innovative players
- Provide first customer reference that helps win other contracts and attract investors

HOW TETRA CAN HELP YOU WIN BUSINESS ABROAD AND HOW TO GET INVOLVED

30 NGI REPRESENTATIVES WILL GET ACCESS TO TENDERIO PLUS SERVICE

Thank you.

Where they will get access to;

- An Enhanced Search Tool. Search based on keywords, sector or country, Tender titles translated to English, Deadlines and country procurers. Including personalized login details to access full tender documentation.
- Automatic Alerts. Automatic notification as soon as a relevant tender is detected.
- Unlimited Access to the Helpdesk. Guaranteed Response time within 48 hours.
- Bidding Laboratory. Unlimited proactive and tailored partner search or qualified tender lead, Introduction to the relevant consultancy and access to a database of winning tenders (contact details of the winner, the winning amount and number of offers received).
- Benchmarking tool. Which helps you to evaluate your business development model in comparison to other companies in your sector.
- Monthly one – on – one skype consultation with an expert.



GET IN TOUCH!

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