



Public Procurement:

**A great opportunity
for European businesses**

Hanover, 22nd April 2008



Background

- Non-discrimination
- Open competition
- Spending public money as good as possible
- Transparency



European legislation

Old directives

- Directive 93/37/EEC
- Directive 93/36/EEC
- Directive 93/50/EEC

New directives

- Directive 2004/18/EC
- Directive 2004/17/EC



Directive 2004/18/CE

*“It will reduce red tape, set out clearly, on the basis of European Court of Justice case-law, how social and environmental criteria can be applied in awarding contracts and ensure that contracting authorities and bidders can save time and money by **using new technology** to manage the tendering process.”*

European Commission - IP/04/150



Facts

- The European Public Procurement market amounts to over 1,500 billion EUR a year
- Tenders exceeding defined thresholds have to be published in a European level (OJEU)
- Every day thousands of tenders are published
- Tenders from EU Member States, candidate countries and other countries



Results

- Increased cross-border competition
- Reduction of around 30% of the prices paid by public authorities for goods and services.



Public Procurement

Process of tendering

Before tendering

While tendering

After tendering



Before Tendering

- Compulsory publication of invitations to tender
- Thresholds
- Procedures



Procedures

- Open procedure
- Restricted procedure
- Negotiated procedure



While Tendering

- Tender documents
- Official documents
- Rules for authorities



After Tendering

- Final selection
- Compulsory publication of co-ordinates of awarded company
- Legal actions



Public Procurement & SME (1)

“Companies have a basic knowledge of public procurement. There is however a lack of knowledge with regard to the place where invitations to tender can be found and how to tender for a project.”



Public Procurement & SME (2)

“SME don’t have much experience with public procurement. This can be considered as a logical consequence of them not knowing where to find invitations to tender and how to tender for a project.”



Problems

- Difficult access to the right sources
- Difficulty of finding the tenders corresponding to the activity of your company
- Carrying out a search is time consuming (time=money)
- Lack of time to carry out a search on a daily basis



Public Procurement

How to find an interesting tender opportunity?

Services of the
Enterprise Europe Network



Enterprise Europe Network

Former Euro Info Centre Network

Created in 1987 by the European Commission
with the aim of providing companies with information and
assistance on EU topics

1st January 2008

One European “Network of Excellence”



Subjects

- European Law
- CE Marking
- European programmes and projects
- International business co-operation
- Public Procurement
- ...



Public Procurement Services

- Information
- Tender alert services (above and below threshold)
- Organisation of conferences, seminars and workshops
- Tailor-made answers and advice



Information Sources

- National or local newspapers
- Websites
- Colleagues
- Contacts with the awarding authority

Luck



Solution

Tender alert services

- Europe (above threshold)
- Regional / Local (below threshold)



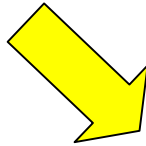
Tender alert services

- Every day interesting tenders by mail -

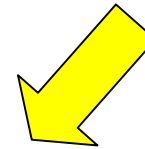


How?

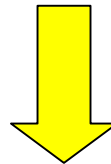
Tenders



Profiles



Business Support at Your Doorstep



Selection

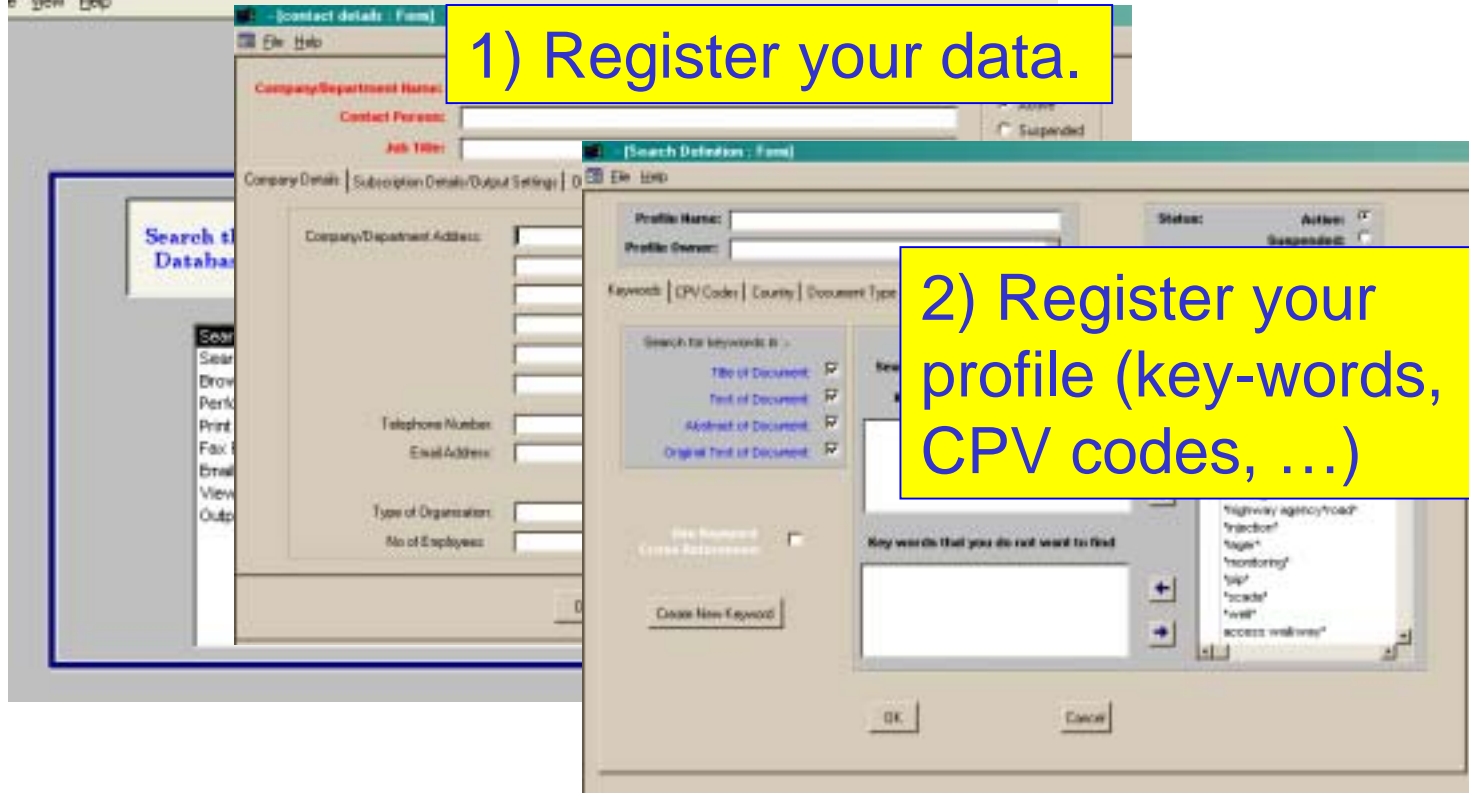


Example

[Tender Information System]

1) Register your data.

2) Register your profile (key-words, CPV codes, ...)





3) Results as shown on our screen

The screenshot shows a search interface with the following elements:

- Search Filters:** Categorie: Les Info Centre Luxembourg FME/FM; Profile Name: FC; Relevancy: Excellent.
- Document List:** A list of search results with 'F-Montpellier: Services de maîtrise d'oeuvre' highlighted.
- Document Detail:** A detailed view of the selected document, including its title, description, and metadata.

Service de veille sur les marchés publics européens

Source TED - Date d'impression: 06/07/2002

Sélection d'appels d'offres européens à l'attention Monsieur Nels DICHEMS
Euro Info Centre-Luxembourg FME/FM

| Numéro de Document | Titre du Document | Type de Document |
|------------------------|--|-------------------------------|
| 101224 | F-Montpellier: Services de maîtrise d'oeuvre | 2 - Indication complémentaire |
| 101243 | UK-Birmingham: Services d'architecture, d'ingénierie, de construction et services de conseil techniques connexes | 2 - Indication complémentaire |
| 101429 | F-Bergerac: Services de maîtrise d'oeuvre | 3 - Résultat de concours |
| 101430 | F-Saar: Services de maîtrise d'oeuvre | 3 - Résultat de concours |
| 101431 | F-Orléans: Services d'aménagement paysager | 3 - Résultat de concours |
| 101432 | F-Bordeaux: Services d'architecture, d'ingénierie, de construction et services de conseil techniques connexes | 7 - Marché passé |
| 101536 | FI-Berlin: Services d'architecture, d'ingénierie et de planification | 7 - Marché passé |
| 101542 | D-Ansbach: Services d'architecture, d'ingénierie et de planification | 7 - Marché passé |
| 101543 | D-Ansbach: Services d'architecture, d'ingénierie et de planification | 7 - Marché passé |
| 101544 | D-Ansbach: Services d'architecture, d'ingénierie et de planification | 7 - Marché passé |

4) E-mail received by the client

Nom du pouvoir adjudicateur:

PREFECTURE DE L'HERAULT

Services de maîtrise d'oeuvre



Type of documents

- Tenders
- Information notices
- Awarding notices
- Supplementary information



Prepare yourself!

- Establishment of a robust business plan
- Development of a marketing strategy
- Accumulation of knowledge on, and even direct contact with, individual contracting authorities



Prepare yourself!

- Adoption of necessary technical standards and the certification of products where required
- Acquisition of the necessary language skills and cultural knowledge
- Establishment of partnerships where necessary



Further Information

Contact your local
Enterprise Europe Network Member



Business Support at Your Doorstep

www.enterprise-europe-network.ec.europa.eu



Thank you for your attention!