

GOOSE

Supporting EU SMEs to compete for International Public Procurement Opportunities in Vietnam, Chile, Colombia, Serbia, Norway, & Japan

By HelpUsTrade, 25.11.2021

Agenda

1. Cross Border Bidding
2. Challenges of bidding Internationally
3. The Importance of Case Studies
4. A World Class Methodology
5. Collaboration is key!
6. Future Advice
7. What GOOSE can do for you?
8. What you can do for GOOSE?

Challenges of Bidding Internationally (Part 1)

1. Geography and location of business
2. Language barriers
3. Competition from local or national bidders
4. Legal requirements (trade and non-trade tariffs)
5. Lack of experience of doing business abroad
6. Resources necessary to compete internationally
7. Risk related to project/contract costs and currency
8. Outside the EU, different countries are operating very different procurement strategies; systems, procedures and governance in regard to how local and foreign bidders can access and compete for local contracts.

Challenges of Bidding Internationally (Part 2)

1. Have you got references from previous clients?
2. Are you familiar with the legal and regulatory system in your target country?
3. Do you expect Tender Award decision to be made quickly?
4. Are you able to write a Case Study?
5. How good are you at writing a bid winning Methodology that will describe, in detail, how you will carry out the work (if you win the tender)?
6. Are you prepared to seek feedback when/if you are not selected?
7. How can your company effectively penetrate a new market?
8. Are you prepared to travel to your target market to raise your profile?
9. Are you prepared to invest in you / your staff learning a new language?
10. Are you prepared to lose before you win!?

Case Studies Show Past Performance

- Case Studies are a good way to show how you have successfully delivered projects in the past. You should cover the following:
 - a. Client's details.
 - b. A summary of the project.
 - c. The project's size and value.
 - d. What did your team do for the client?
 - e. Who was responsible for the project's success?
 - f. How did you manage previous contract delivery problems?
 - g. Did you deliver the project on time and to budget?
 - h. A client testimonial to show how happy the client was.

Stand by your Methodology

- The most time intensive part of writing a tender is detailing the tender's methodology.
- Communicate your knowledge and know-how to show the Buyer you are 'the best' in your field or industry.

Stand by your Methodology

- In this section of a proposal you should tell the buyers:
 - a. **How will you carry out the work** for the client?
 - b. What manufacturing, service, or goods delivery processes will your team follow to deliver the project?
 - c. Refer to Case Studies to show you have done this before.
 - d. Use a Gantt Chart to show project delivery timelines and stage gates.
 - e. Specify out key communication milestones where you will interact with client.

Working Together is Success

1. **DO NOT** ask the most junior person to lead a bid/proposal.
2. Have a **group-think session** with your team to discuss how to approach writing the bid. The **project's delivery methodology** should be the focal point of your discussion.
3. Use **document sharing tools** to generate a holistic proposal.
4. **Create a bid library** to store all of your previous bids and previous client testimonials to call upon during the bid writing stage.

Future Advice

- **TIP 1:** NEVER refer the evaluator to look at a website or an Annex for further information
- **TIP 2:** Assess where to put your bid writing effort.
 - As a general rule, put most of your effort into the part of the bid that carries the HIGHEST portion of the bid evaluation marks or weighting.
- **TIP 3:** Keep and maintain a LIST OF SOCIAL VALUES you will need these later.

Future Advice

- **TIP 4:** Answer every bid question IN FULL, even if it means repeating information presented earlier in your bid.
- **TIP 5:** Ask a third party to review the contents of your draft bid prior to submission.
- **TIP 6:** Finally, remember your bid is telling a STORY to the bid evaluators, so make it a compelling proposition for the evaluators so that they will want to pick YOU as the BEST and FITTEST company for the job.

What GOOSE can do for your company:

1. Tailor Made Tender Tracking
2. GOOSE WEB Portal
3. Insightful Country Factsheets
4. 10 Country & Sector Specific Webinars
5. Identify Local Partners
6. Matchmaking Events
7. Mentoring Vouchers
8. The Importance of References

What can your company do for GOOSE?

1. Look out for opportunities in GOOSE' target countries
2. Stay in touch with your immediate Business Support Organisation
3. Be prepared to lead an international opportunity
4. Be prepared to partner internationally.

Thank You

