



Public procurement in Norway

20th April 2022



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COSME Programme



 **Generalitat de Catalunya**
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ESTONIAN
CHAMBER OF COMMERCE
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10/11 AM
CEST/EEST

Introduction of the GOOSE project

Arnout Geys, Flanders Investment and trade (FIT)

10/11.05

Tips about how to write a successful bid

Merit Fimberg-Espuch, Estonian Chamber of Commerce and Industry (ECCI)

10/11.15

Norwegian public procurement opportunities and peculiarities

Ryte Venckuviene, Export Adviser of Enterprise Estonia in Norway

Testimonials by Madis Pedai (Pep Arkitekter OÜ) and Mari Kullerkup (Norcon HLK ja PROFAB HOUSES AS)

11/12.10

What services and tools can we offer to the companies who would like to participate in public procurements?

Victor Merce, ACCIO

11/12.20

Q&A



GOOSE



4 Sectors/ 29 Segments



SMART CITIES

- Smart building –Smart energy –Smart government
- Smart infrastructure – Smart lighting –Smart mobility

- Hospitals –Improving patient’s care, monitoring and follow-up
- Improv. processes and paperwork -Tele-medicine

SMART HEALTH

GREEN ECONOMY

- Air quality –Circular economy
- Clean transportation –Climate change related –Energy efficiency
- Environment, natural resources
- Renewable energies –Soil quality -Water related

- Communication infrastructure –Consumer electronics
- Cybersecurity –E-identity – Hardware
- IT Services –Software
- Telecommunication devices –Telecom. Services

ICT

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How to write a successful bid?

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Agenda



WHAT IS IN THE MENU TODAY?

- The challenges in bidding internationally
- Questions you should ask yourself before
- The importance of writing a good methodology
- Why collaboration is the key
- Further advise and tips



What are the challenges?



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



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?
6. Are you prepared to seek **feedback** when/if you are not selected?
7. Are you prepared to travel to your target market to raise your profile?
8. Are you prepared to lose before you win?

Victory comes only after many struggles and countless defeats

Case Studies are a good way to show how you have successfully delivered projects in the past. You should cover the following:

- Client's details.
- summary of the project.
- The project's size and value.
- What did your team do for the client? What were the responsibilities of each team member?
- Who was responsible for the project's success?
- How did you manage previous contract delivery problems? How did you overcome them?
- Did you deliver the project on time and to budget?
- A client testimonial to show how happy the client was



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.

- 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. Cross Refer to Case Studies to show you have done this before.
- d. Use a **Gantt Chart** to show project delivery timelines and stage gates. **Picture speaks thousand words**
- e. Specify out key communication milestones where you will interact with client. Public buyers want to have regular interaction



Working Together is Success within your team

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 your previous bids and previous client testimonials to call upon during the bid writing stage. Include CV-s of staff members

➤ **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 (green, sustainable values)

➤ **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.

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➤ **Market intelligence**

- Country & sector information
- Tender tracking
- News & Alerts

➤ **Ready-to-bid services**

- Balance scorecard

➤ **Market access services**

- Mentoring services
- Meet the partner
- Meet the buyer

- **And more on www.projectgoose.eu**

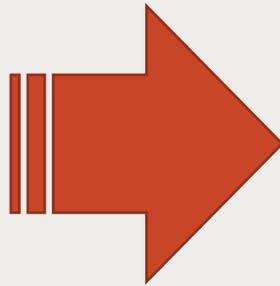
Market intelligence



Daily business intelligence from joint effort by 6 COUNTRY DESKS + GOOSE's HQ

www.projectgoose.eu , simple registration to create ALERTS on COUNTRIES-SEGMENTS of choice

Daily Alerts with real business opportunities from the 6 markets, adding in GOOSE's expert feedback

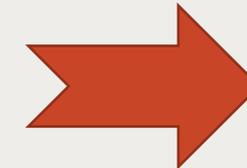


Early alerts

Upcoming tenders

Relevant news

GOOSE related news/services



PARTNER WITH US TO REACH INTERNATIONAL TENDERS!

Be successful in bidding to our 6 target markets via GOOSE's unique services, such as tender tracking of alerts, follow-up & mentoring, and meet-the-buyer!

- COUNTRIES
- VIETNAM
- COLOMBIA
- CHILE
- SERBIA
- NORWAY
- JAPAN
- SECTORS
- GREEN ECONOMY
- SMART HEALTH
- ICT
- SMART CITIES

TENDERS

 <p>19.04.2022 Japan Research about gender equity implications of long-term care in Japan</p>	 <p>18.04.2022 Serbia Implementation of a network of health services in Serbia</p>	 <p>18.04.2022 Vietnam Assessment of the Potential of the Implementation of a network of health services in Vietnam</p>	 <p>18.04.2022 Chile Modelling tool and technical-methodological approach for smart cities in Chile</p> <p>Implemented by erman cooperation and giz (Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)) UTSUCHE ZUSAMMENARBEIT</p>
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TENDERS

We offer European businesses exclusive alerts of projects at an early stage and tenders with upcoming deadlines, all significant business opportunities collected by our extensive network in the six markets. Register to create your own alerts!

COUNTRIES VIETNAM | COLOMBIA | CHILE | SERBIA | NORWAY | JAPAN

SECTORS GREEN ECONOMY | SMART HEALTH | ICT | SMART CITIES

Applied filters: Norway

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Sort by: ID (desc)

Categories
— Select —

Countries
 Vietnam Chile Norway Japan
 Colombia Serbia



12.04.2022
Norway
Goals and activities with the patient in focus (MAP) for Sunnaas Hospital HF
Smart Health, Hospitals, Improving patient care, monitoring and follow-up



04.04.2022
Norway
Global study on governance risks in critical minerals value chain
Environment, natural resources



01.04.2022
Norway
Educational software development services
ICT, Software



30.03.2022
Norway
Contact center system for user support
ICT, Software, Telecommunication services

Bookmark Back Edit



Goals and activities with the patient in focus (MAP) for Sunnaas Hospital HF

Sunnaas Hospital HF [Sunnaas Hospital Trust] has been awarded funding from Innovation Norway to carry out an innovative procurement to develop a new digital system to give the patient more ownership and participation in own treatment, and with the goal of increasing the efficiency of clinical workflow. The project is a collaboration between Sunnaas Hospital HF, Nesodden municipality, Østfold University College and Sykehuspartner HF. Sykehusinnkjøp HF is assisting the Contracting Authority with the implementation of the procurement.

Characteristics/Type of contract

Type of contract: Services

Project Contacts

Postmottak Sykehusinnkjøp E-mail: post@sykehusinnkjop.no

Contracting Authority

SYKEHUSINNKJØP HF

Links

<https://permalink.mercell.com/176164068.aspx>

GOOSE Contacts

goose@koda.ee

Feedback from GOOSE

Proposal can be submitted in ENGLISH.
Type of procedure: innovation partnership.

Categories

Smart Health Hospitals Improving patient care, monitoring and follow-up

Countries

Norway

Deadline

06.05.2022

Overall project value

85 000 000.00 NOK

NEWS

GOOSE will keep you posted with the most relevant news on public procurement in any of the 4 sectors and 6 target countries. Our qualified staff in the field will help you grasp the markets' real potential. Register to create your own alerts!

COUNTRIES

SECTORS

- VIETNAM
- COLOMBIA
- CHILE
- SERBIA
- NORWAY
- JAPAN

- GREEN ECONOMY
- SMART HEALTH
- ICT
- SMART CITIES

Showing 1 - 20 of 59

Sort by: Newest First

Categories

Country

Vietnam Chile Norway Japan
 Colombia Serbia

Goose related news

Display Goose project related news



18.04.2022
 Vietnam
The next stage of Vietnam's development journey
 ICT, Green Economy, Smart cities, Smart Health



18.04.2022
 Serbia
Serbia stuck between a rock and a hard place - the EU and Russia
 ICT, Green Economy, Smart Health

"Although it has been sitting on two chairs, so to speak, Serbia is now stuck between a rock and a hard place as it is becoming increasingly possible that the country will soon have to choose



14.04.2022
 Colombia
Colombia will require 6 GW in the next 5 years and will prioritize renewables - Colombia requerirá 6 GW en los próximos 5 años y dará prioridad a las renovables

Renewable energies

"On the other hand, projects with flexibility, which allow their



12.04.2022
 Chile
Five renewable projects for more than 2 GW in Chile go forward in environmental licensing-Avanzan en licenciamiento ambiental cinco proyectos renovables por más de 2 GW en Chile

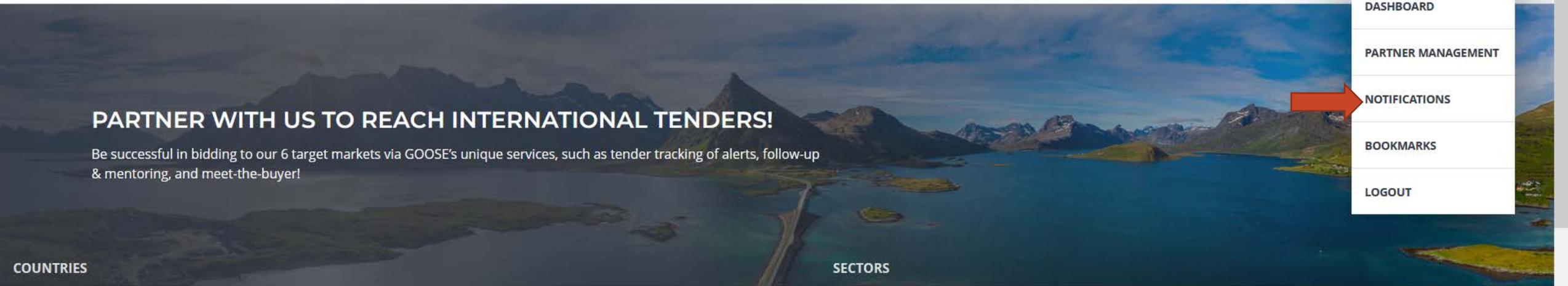
Renewable energies

"The projects, two wind-solar, two solar and one run-of-the-river

in **VICTOR**

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PARTNER WITH US TO REACH INTERNATIONAL TENDERS!

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- COUNTRIES: VIETNAM | COLOMBIA | CHILE | SERBIA | NORWAY | JAPAN
- SECTORS: GREEN ECONOMY | SMART HEALTH | ICT | SMART CITIES

TENDERS

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about gender equity implications of long-	Implementation of a network of	Assessment of the Potential of the Implementation	Modelling tool and technical-methodological

NOTIFICATIONS

COUNTRIES

SECTORS

- VIETNAM
- COLOMBIA
- CHILE
- SERBIA
- NORWAY
- JAPAN

- GREEN ECONOMY
- SMART HEALTH
- ICT
- SMART CITIES

Subscribe to email updates

Sign up if you'd like to receive alerts and updates about the tenders and useful news about the project. You can order notifications about the tenders and news by selecting categories and countries. You can always change your data.

Alerts

If you want to get notified about this type of tenders, you can do that in here.

Country

- Vietnam
- Colombia
- Chile
- Serbia
- Norway
- Japan

✓ Select all countries

Green Economy

- Air Quality
- Circular economy
- Clean transportation
- Climate change related
- Energy efficiency
- Environment, natural resources
- Renewable energies
- Soil Quality
- Solid waste
- Water related

✓ Select all Green Economy

ICT

- Communication infrastructure
- Consumer electronics
- Cybersecurity
- E-identity
- Hardware
- IT services
- Software
- Telecommunication devices
- Telecommunication services

✓ Select all ICT

Smart cities

- Smart building
- Smart energy
- Smart government
- Smart infrastructure
- Smart lighting
- Smart mobility

✓ Select all Smart cities

Smart Health

- Hospitals
- Improving patient care, monitoring and follow-up
- Improving processes and paperwork
- Telemedicine

✓ Select all Smart Health

Save my alerts

Disable all alerts

- **6 Country Fact sheets** : Why tendering in the country and Tips for it, Snapshot on the Sector/Segment opportunities → Already available at the Portal!
- **6 Country Long lists**: including every key issue regarding public procurement: main institutions, procedures, barriers, characteristics, sector/segment opportunities, etc. Not publicly available; to be shared upon request.

NORWAY

COUNTRIES

SECTORS

Vietnam | Colombia | Chile | Serbia | **Norway** | Japan

Green Economy | Smart Health | ICT | Smart Cities

OVERVIEW OF THE MARKET

- **Norway leads most of the world's rankings related to wealth, quality of life, ease of doing business,** together with its Nordic neighbors, Finland, Sweden and Denmark.
- Its low-income inequality has been achieved through a mix of policies, allowed by its high taxes. The state redistributes wealth, directly, and also by providing excellent public services, in health and education, whilst it also promotes innovation at all levels.
- Its oil reserves, together with a frugal public administration, have created the wealthiest sovereign wealth fund in the world, the Norway Government Pension Fund Global, above those of China, Abu Dhabi or Kuwait.
- Historically, most of the economy has been based on natural resources exploitation, including fishing, petroleum, and hydroelectric power. In the latter years, the government has focused on promoting innovation and high-technology industry in order to move away from a reliance on non-renewable resources.

Opportunities to explore by GOOSE to help European SMEs:

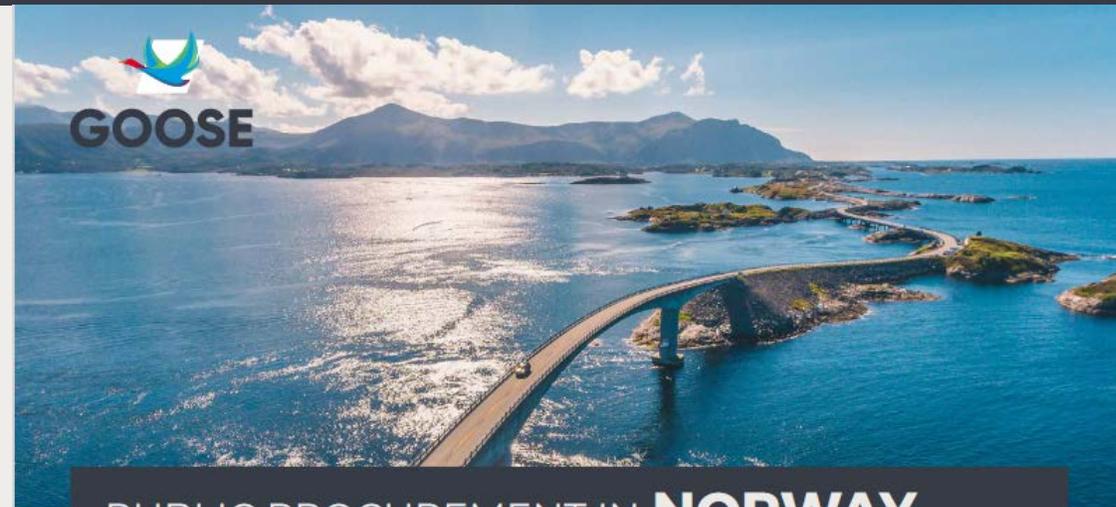
- Concerning the sectors, the cancer biotech cluster in Oslo is a good example of the country's edge in the field; in any case, it might present opportunities for niche smart-health solutions from GOOSE firms.
- An example of the country's innovative spirit is the public policies supporting electric vehicles; as a result, half of all new cars bought in Norway are electric or hybrid.
- **Norway, had 11,323 public tenders totaling more than 2 BEURO in 2019, with the construction and IT sectors leading the way.**
- Unsurprisingly, it is worth stressing that the tender process in Norway has a **high level of transparency and integrity.**
- Although **bids in English are just accepted on few occasions,** there is an interesting niche of public procurement of innovation, which tend to be prone to be tendered in English.

GOOSE'S FACT SHEET ON NORWAY

[Public Procurement factsheet for NORWAY](#) gives you a quick overview of what you need to know when tendering in Norway.



Training and informative material



PUBLIC PROCUREMENT IN NORWAY

GLOBAL LEADER IN MANY FIELDS AND ACTIVITIES WITH INTERNATIONAL ACCESS TO MARKET

- Norway **leads many of the world's rankings** related to wealth, quality of life and ease of doing business together with its Nordic neighbours, Finland, Sweden, and Denmark. Norway, which ranks as with the lowest income inequality in the world, has achieved this through a mix of policies that support education and innovation.
- In the latter years, the government has focused on promoting **Innovation and high-technology industry** to move away from a reliance on non-renewable resources.

WHY TENDERING IN NORWAY?

1. Public procurement constitutes approximately **16% of GDP in Norway**, which compares to the OECD average of 12% of GDP. Norway had 11,323 public tenders totalling more than 2 billion EUR in 2019, with the construction and IT sectors leading the way.
2. Tender process in Norway has a **high level of transparency and integrity**, after the country's solid institutions against corruption. Furthermore, its legal system is based on EU's rules on public procurement. The biggest handicaps to adapt to it may come from municipalities.
3. Although bids in English are just accepted on few occasions, there is an interesting niche in the

NORWAY AT GLANCE:

- Income group (OECD classification) High-Income= GNI/capita of **\$66 117**
- Population **5,314,336** inhabitants
- GNP per capita **\$420.97B**
- Index of Economic Freedom 2021: **73.4/100, 28th** in the world, **15th** in the region
- The Global Index of Economic Openness 2019 (Legatum Institute): **6th best of 157** countries- Competitiveness Index 2019 (World Economic Forum): **78.1 - 17th best of 140** countries
- Corruption Perceptions Index 2020 : **84/100, 7th out of 180** countries

Nation-wide public procurement platform Doffin
www.doffin.no



GOOSE

TIPS TO ENGAGE IN PUBLIC PROCUREMENT IN NORWAY

1. Language: Look for specifications of language requirements in the competition document (for most competitions almost all the documents are in Norwegian + the contracting authority requests the tender itself to be written in Norwegian). In some cases, you might need at least an official translation.

2. Written descriptions: competition documents often comprise a lot of written information + the contracting authority also requests the submission of written descriptions. I.e., request to provide a proposal for solutions to be evaluated under the award criteria "Quality".

3. Prequalification: many tenders are conducted as restricted procedures or competitive procedures with negotiation, with a few qualified tenderers

invited to submit tenders normally between 3 and 6. It is important to understand and reply correctly and pointedly to the criteria used for selecting the successful tenderers.

4. Dialogue: for tenders below EEA-threshold values but above the national threshold values, national rules and legislation applies. In these cases, contracting authorities have more lenient rules of procedure to comply with, including a wider possibility to use dialogue with the tenderers throughout the tender procedure.

5. Request Information from the contracting authority, rather than make assumptions or include reservations in your tender (you might get rejected) but be aware of deadlines.

GET READY FOR SECTOR BASED OPPORTUNITIES

Green economy: Norway is considered world leader in the use of renewable energy, green technologies, and sustainable resource handling. There is an increased focus on public procurement to support environmental goals → increase in the share of tenders including environmental criteria in the past years. Opportunities in offshore wind development, green technologies for maritime industry, low-emission solutions, electric vehicles, green and sustainable technologies for farming, solar power, green buildings etc.

Smart health: Norway spends 11.3% of GDP on healthcare, placing it among the top healthcare spenders in the world. Increased funding + clear priorities + new solutions = government is showing this is a priority sector. Opportunities in telemedicine, e-health, and welfare technology, that are national priorities. The cancer biotech cluster in Oslo is a good example of the country's edge in the field; in any case, it might present opportunities for niche smart-health solutions from GOOSE firms. There are 13 new hospital projects underway in Norway, investing in new technologies and digitalization.

TARGET SECTORS



Green economy



ICT



Smart health



Smart cities

- **Scorecard to go tendering abroad:** simple tool to anticipate readiness to internationalize in the public markets → Available at the Portal by MAY/2022!
- **Balance scorecard to go/no go after a tender:** to determine if a specific tender is/is not worth bidding to → Available at the Portal by MAY/2022!

➤ **Follow-up services**

- Meetings between GOOSE and firm/institution after specific request
- Firm provides inputs/feedback on profile, main areas of expertise, competitive factors, markets/areas of interest, etc.
- Involvement of COUNTRY DESK to analyse real potential in the field, with recommendations and next steps
- **Contact us after any market/tender of your interest!**



FOLLOW UP

➤ **Mentoring services**

- Each COUNTRY DESK providing a list of the best LOCAL CONSULTANTS to go help you set your own country strategy, find local partners, etc.
- Firms picking up Consultant of choice to start targeting specific business opportunities
- **More details in our Portal very soon!**





- Meet-the-buyers (MTB) via Country round tables. We will keep you updated via our Portal → register to set your countries of choice!



- GOOSE business trips to target markets. Meet-the-Buyer (MTB) / Meet-the-Partner (MTP) during 2023-2024 to focus on business opportunities → Stay alerted via the Portal!



- NETWORKING MTB/MTP event at Smart City Expo World Congress, Barcelona 15-17/NOV/2022 → We will keep you updated via the Portal!

GOOSE's Next Country webinars

- Japan, 31/MAY
- Vietnam, 8/JUN
- Serbia, early SEPT



Aitäh, dankjewel, hvala puno, gràcies, gracias
Thank you, stay tuned with GOOSE!

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