



Public procurement in Scandinavia

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www.mercell.no

Mercell
- the bright e in business

Merzell in brief



- Ⓜ Merzell was established in 1999 in Norway
- Ⓜ 2001 - Denmark and Sweden
- Ⓜ 2007 - Baltic States and Germany

- Ⓜ Neutral and branch independent Nordic and Baltic procurement portal
 - Ⓜ Provide information about active procurements for suppliers
 - Ⓜ Provide services for effective purchasing for procurers
- Ⓜ More than 12.000 suppliers connected to the Merzell Tender Service
- Ⓜ More than 400 purchasers in private and public sector
- Ⓜ Distribute over 30.000 tenders per month

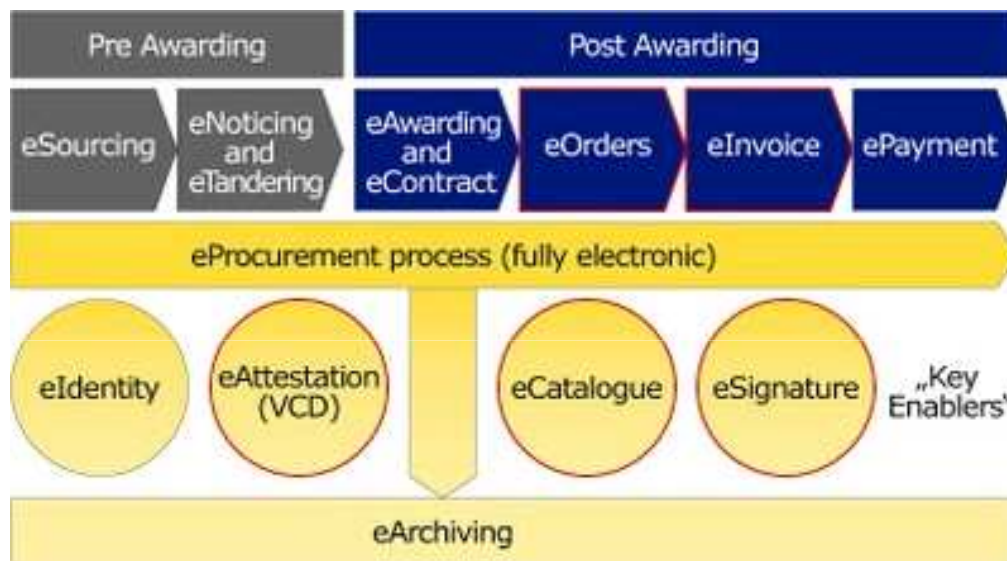
- Ⓜ EB Trust certified by "Det norske Veritas" DNV for safe e-business

Public procurement in EU



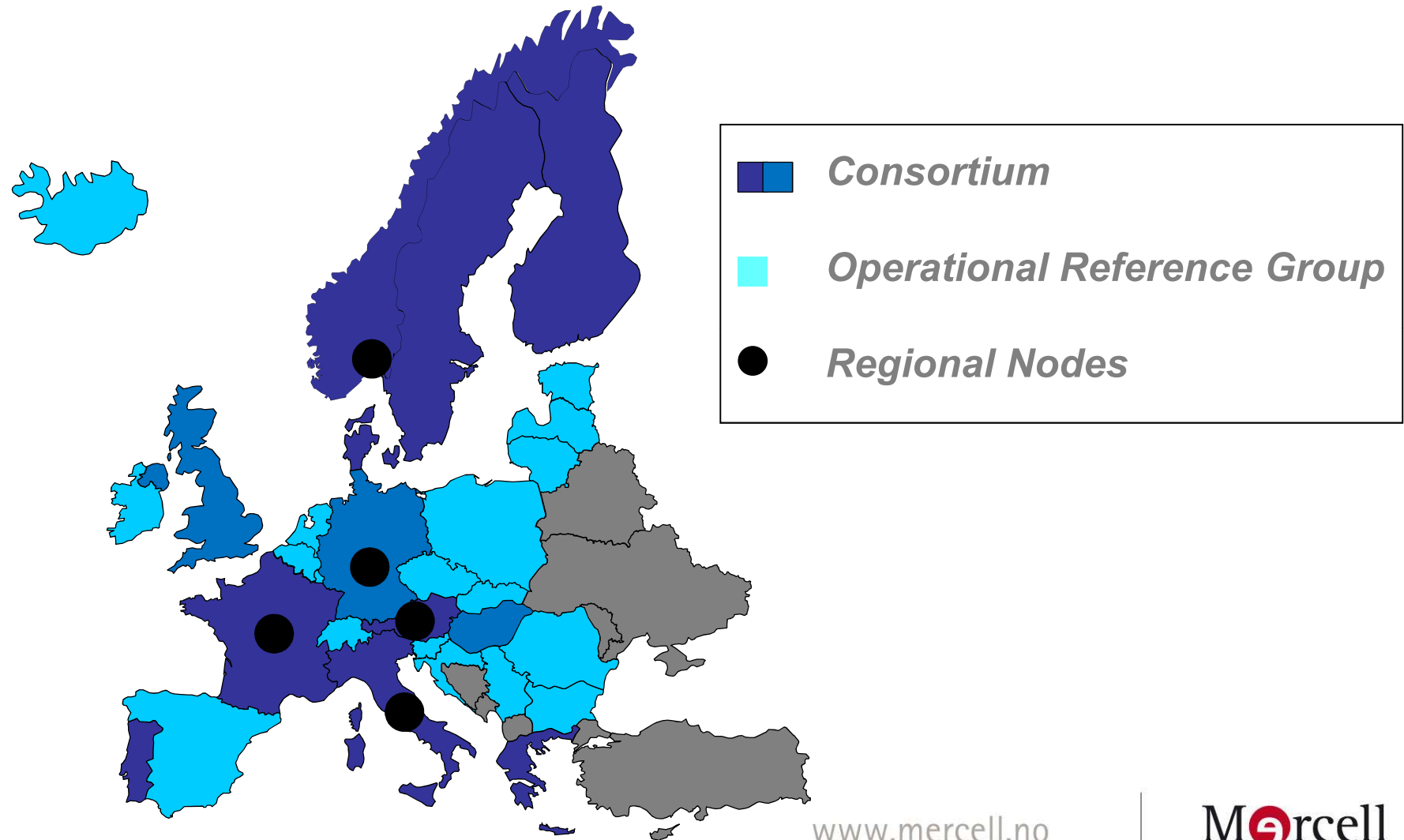
- ④ Government purchases in the European Union account for around 16 % of GDP, which is equal to 1,500 Billion Euro
- ④ All member states suppliers can participate in all countries public procurements
- ④ In reality participating is rather challenging
- ④ European Commision has set up focus on e-procurements as one of solutions to enable crossborder procurement
- ④ 2005 - EC launched PEPPOL project to create standards for crossborder electronic procurements

Scope of PEPPOL model



PEPPOL is the future network for public procurement in Europe available today; a set of solutions to create efficiencies in time and costs for all involved

Consortium and Operational reference Group



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Scandinavia



- ④ Countries Public Procurement acts are based on principle from EU directives:
 - ④ non-discrimination
 - ④ equal treatment
 - ④ Transparency
 - ④ Proportionality
 - ④ mutual recognition

Public procurements



- ④ Different levels for public procurements based on tender value
 - ④ EU -level
 - ④ National
 - ④ Below threshold

- ④ Based on purchaser type
 - ④ Governmental institutions
 - ④ Regional, municipal
 - ④ Utility provider



Annual value of public procurements 2009

- Norway – 45 Billion Euro
- Sweden – 75 Billion Euro
- Denmark – 35 Billion Euro

Source: EC

Number of published tenders 2009

- Norway – 21.300
- Sweden – 21.100
- Denmark – 10.700

Source: Mercell



🌀 Number of Lithuanian companies awarded contract in Scandinavia

- 🌀 Norway – 1 (0;1)
- 🌀 Sweden – 1 (1;2)
- 🌀 Denmark – 1 (1;1)

Source: Mercell

Sweden



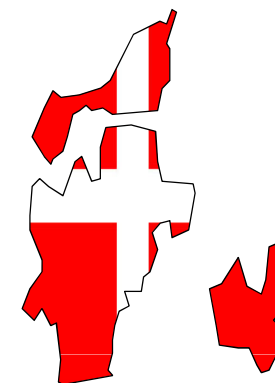
- ④ Annual public procurements value 75B EUR
- ④ Centralized purchasing for governmental organisations
- ④ Local authorities organizing their purchases by themselves
- ④ National threshold value is not fixed. From July 1st, threshold value 15% from EU threshold value (20 650 EUR)
- ④ Tender notices should be published publicly available portal or in form what allows effective competition



Denmark



- Annual public procurements value 35B EUR
- Governmental, regional and municipal levels
- National threshold values are 596.000DKK for goods and 36MDKK for construction
<http://www.konkurrencestyrelsen.dk/udbudsomraadet/regler/taerskelvaerdier-2010-og-2011/>
- Tender notices should be advertised in public media like newspapers, homepage etc.



Norway



- ④ Annual public procurements value 45B EUR
- ④ Governmental, regional and municipal levels
- ④ National threshold values is 500.000NOK
- ④ Tenders above national level should be published in centralized database DOFFIN



How to start



- ④ Analyze the market
 - ④ Highly competitive
 - ④ Conservative and innovative

- ④ Understand cultural background – what is important
 - ④ Quality instead price
 - ④ Trustability

Hints



- Ⓜ Monitor business opportunities, study conditions

- Ⓜ Find a partners
 - Ⓜ Local competitors could be your allies abroad
 - Ⓜ Embassy
 - Ⓜ Partners at target market

- Ⓜ PPN – Public Procurement Network
<http://www.publicprocurementnetwork.org/a1-lithuania.htm>

Summary



- Ⓜ Hard to enter, but worth to try
- Ⓜ Quality is ticket to market

- Ⓜ Only brave ones will drink the champagne