

# WELCOME

THE WEBINAR WILL START SOON



FLANDERS  
INVESTMENT  
& TRADE



Flanders  
State of the Art



CREDENDO

# PROGRAM

- 14h00: **Didier De Baere**, *Deputy Director General, Belgian Foreign Trade Agency*  
Introduction: The importance of public procurement and opportunities for Belgian companies
- 14h10: **Nabil Jijakli**, *Deputy CEO, Credendo Export Credit Agency*  
How Credendo can assist companies participating in public tenders and international projects
- 14h25: **Sammy Sioen**, *Project Manager Trade4U, Belgian Foreign Trade Agency*  
How to maximize your export possibilities in public procurement procedures using Trade4U
- 14h35: **Johan Malin**, *Deputy to the Director, Flanders Investment & Trade (FIT)*  
Public procurement financed by the multilateral development banks
- 14h50: **Claire Lammens**, *Market Expert Analyst/Western Europe* and  
**Patrick Heinrichs**, *Export Finance Manager, Wallonia Foreign Trade and Investment Agency (AWEX)*  
Targeting public procurement niches: the BIG SCIENCE market and support offered in respect of international organisations
- 15h10: **Georges Chebib**, *International Consultant (Brussels Region)*  
How to obtain public tenders outside the EU – the example of the Arab Region and the opportunities for Belgian companies
- 15h30: **Q&A** and **closing words**



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# INTRODUCTION

## 1. Definition of Public Procurement :

- Tenders issued by governments and public companies worldwide
- International projects issued by bi- or multilateral organisations

## 2. Main characteristics

- OECD-countries: rigorously regulated
- Other countries: evolving but other factors play



### 3. Perception by Belgian companies

- Requirements high compared to level of importance of the business opportunity
- Lack of interpersonal contact makes it hard to do an estimation on chances to get the contract awarded
- Accompanying financial requirements give headaches if you are not a multinational
- Difficult to be informed about the opportunities
- Long procedures



MAIN REASON WHY NOT ENOUGH PUBLIC PROCUREMENT OPPORTUNITIES ARE BEING AWARDED TO BELGIAN COMPANIES

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A SMALL AND MEDIUM ENTERPRISES DRIVEN ECONOMY (SME)

10th exporter WORLDWIDE but only 17th in Europe when it comes to winning public tenders



## Remaining challenges



- ❑ Burden of paperwork : templates and experience can help though



- ❑ Long procedures : not all markets



## Remedies available

- ❑ Size of the company matters less and less
- ❑ Solutions for the financial requirements and risks
- ❑ Reach out for the tools available to establish contacts where possible, stressing out the unique and innovative solutions that are available
- ❑ Let us take the work out of your hands where we can



# CONCLUSION

- ❑ B2B under stress, B2G on the rise due to Covid-19
- ❑ It remains a market which is less tangible but represents in 2020 probably 20% of the total market share (1/5 opportunities)
- ❑ SME's can benefit more and more without additional hiring
- ❑ Various support possibilities exist



USE THEM





# ACCESS TO E.U. PROCUREMENT

TED and beyond

WEBINAR



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## Building Partnerships Between India and Belgium for the Coherent Dissemination of COVID-19 Vaccines & Therapeutics in Europe and the World

08 December 2020  
1600-18:30 HRS IST | 1130-1400 HRS CET  
Digital Platform

Register: [vidhi.sanghavi@cii.in](mailto:vidhi.sanghavi@cii.in)



# THANK YOU



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