



BPCC

NEW ORLEANS



June 2nd - 5th, 2024

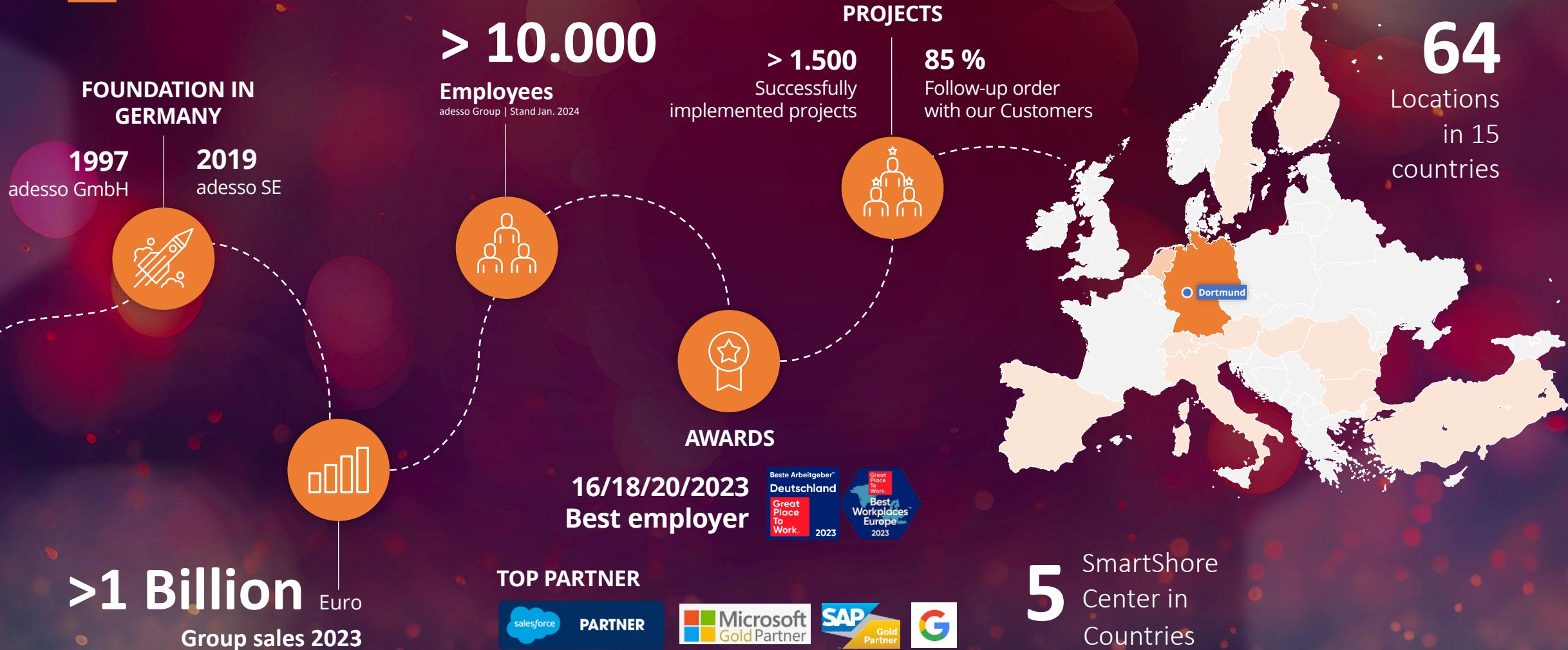


New Orleans, US

**I walked a mile in someone else's shoes -
A reflection on public tenders from a
bidder and public authority perspective.**

Tina Sängér, Proposal Manager, adesso SE

adesso at a glance





Tina Sängner
Proposal Manager
adesso SE

My Certifications

- Proud certified APMP® Bid and Proposal Management Foundation since September 2023
- Certified Public Tender Professional since July 2019

My Work Experiences

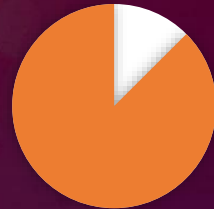
- Former public procurement senior consultant for public authorities on local, state and federal level (Germany)
 - Constructed, published, reviewed and completed over 250 public tenders with a value of over 125 Mio. euro
- Proposal Manager at one of Germanys largest Digitalization companies with a focus on public tenders
 - Review of published documents on all requirements with an additional focus on legal matters
 - Advising the proposal team on legal risks and chances
 - Conducting internal seminars to enhance understanding of German public tender laws

Agenda & the Importance of Public Procurement



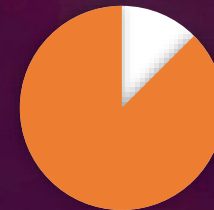
- Talking about the Importance of Public Procurement
- Explore Perspectives from both Sides
- Common Challenges and Solutions
- Legal Framework and Regulations
- Example
- Discussion

Public Procurement in the EU and Germany: Size and Importance



EU-wide Tenders

- Public tender accounts for about **14% of the EU's GDP**.
- In 2019, public contracts worth over **2 trillion euros** were awarded in the EU.

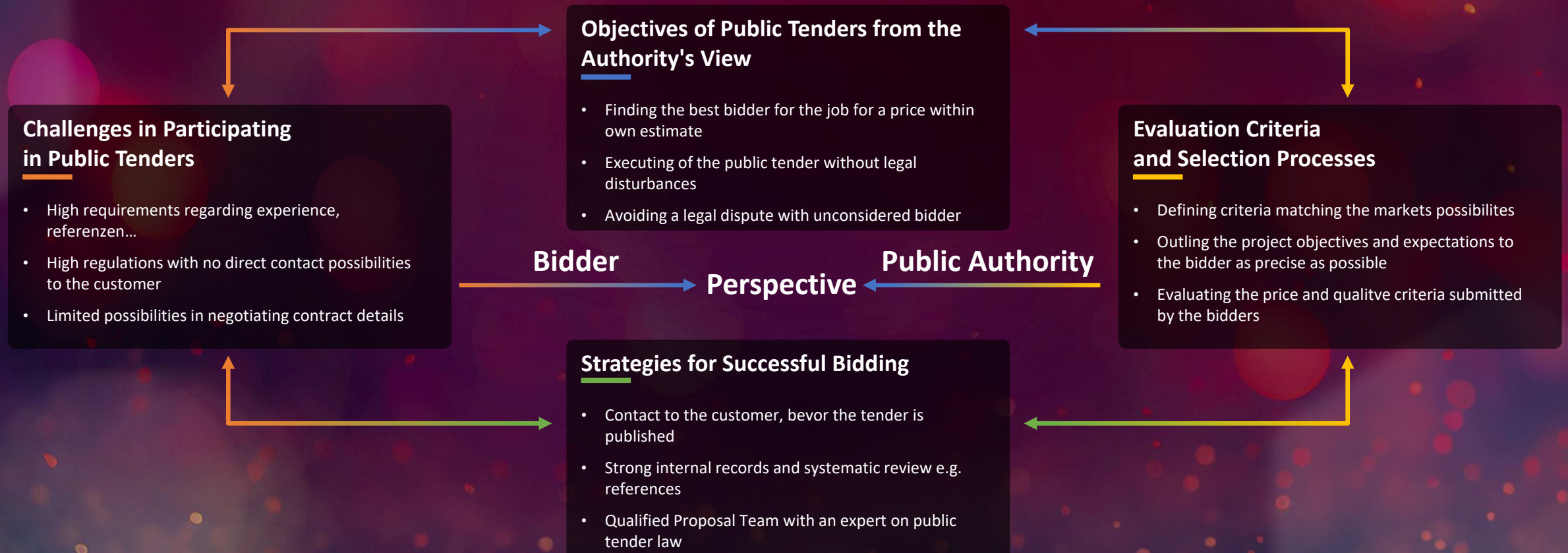


German Tenders

- Germany is the largest public procurement market in the EU.
- According to the Federal Ministry for Economic Affairs and Energy (BMWi), public contracts worth around **455 billion euros** were awarded in Germany in 2020.
- Public procurement in **Germany** accounts for about **15% of the German GDP**.

Bidder's & Public Authority Perspective

Why did the bidder bring a ladder to the public tender? To 'bid' high and reach for success!



Common Challenges and Solutions

Why did the public authority cross the road? To get to the other 'bid'!

Where Bidder and Authority Challenge intersect



Potential Improvements in the Tendering Process

- Establishing early Contact with the Public Authority
- Proposing specific Changes or Improvements During negotiation Rounds
- Implementing a Feedback Mechanism for Bidders

Legal Aspects and Compliance

Why don't lawyers ever get lost? Because they always know the statute of limitations!

Relevant Legal Considerations for Bidders and Authorities

Compliance with the EU
Procurement Directives

Compliance with German
Procurement Regulations

Anti-Corruption and
Fraud Prevention Measures

Compliance with Regulations and Best Practices

Employing Professional
Proposal Managers

Ensuring Directive Compliance &
Preparing for Remedies Directive
Challenges

Example

Federal Printing House (printing Passports, Cash Money...) - Development of proof of concepts (PoC) for AI applications in the governmental context



The tendered service involves consulting and support for the AI Competence Center in testing, evaluating, and prototyping AI-focused software for governmental administration.



- No Budget published
- Contract Length 4 years
- One total fixed Price



- Vague requirements description

References

- At least 3 PoC in the context of AI in the field of public (preferably federal level within Germany) during the last 3 years completed
- Give contact details to all 3 references for a reference call

Concept

- Write a concept explaining the structure of a PoC for an AI application in the governmental context. Give examples from the named references.
- Not longer than 5 pages

Price

- Offer with a total fixed price
- Predicting all potential changes of the project over the next 4 years
- Submit a Budget Plan

Thank you very much for your attention! I hope I made a “bid”impression !

Let's discuss!

- How do you establish early contact with the Public Authority?
- How do you propose specific Changes or Improvements?
- How do you implement a Feedback?

DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!

