





# Seminar ProSME – Supporting European SMEs to participate in Public Procurement outside the EU

Brussels, 7th February, 2024



COSME PROGRAMME  
CALL: COS-PPOUT-2020-2-03  
PROJECT ID: 101033974



Co-funded by the  
COSME programme  
of the European Union

## Programme

**9:00 - 9:10: Welcome**

**9:10 - 9:20: Overview of the call and activities supporting internationalization of SMEs by EISMEA**

**9:20 - 10:00: Policies and opportunities for International Public Procurement by DG TRADE and DG GROW**

**10:00 - 10:45: ProSME: Overview, results and lessons. Roundtable.**

**10:45 - 11:00: Break**

**11:00 - 11:45: Success stories and lessons learned. Focus on Canada, Ukraine, Switzerland, and Colombia**

**11:45 - 11:50: Conclusion of the consortium ProSME**

**11:50 - 13:00: Walking Lunch and networking (B2B)**



**9:00 Welcome**



## **Pascale Delcomminette**

.....  
CEO – Wallonia Export and Investment Agency (AWEX) and Wallonia  
Brussels International (WBI)





**9:00 Welcome**



# Ainhoa Ondarzabal

.....

Manager Director – Basque Trade & Investment / Agencia Vasca de Internacionalización



**9:00 Welcome**



# Emmanuelle Treussard

.....  
Business France Belgique Director on behalf of Mr Laurent Saint-Martin,  
CEO of Business France

# *Overview of the call and activities supporting internationalization of SMEs*

*European Innovation Council and SMEs Executive Agency (EISMEA)*

- *Natalia Martinez Páramo, European Commission Head of Unit, SMP/SME Pillar, Internal Market and Support to Standardisation*



**9:10** Overview of the call and activities supporting internationalization of SMEs



# Natalia Martinez Páramo

.....  
European Commission Head of Unit, SMP/SME Pillar, Internal Market and Support to Standardization



# *Policies and opportunities for International Public Procurement*

- *Bogna Kryszynska, DG GROW, Team Leader, Access to International Procurement Markets*
- *Lucian Cernat, DG TRADE, Head of Regulatory Cooperation and Public Procurement*
- *Q&A session*







# The EU and the GPA

## Increasing opportunities for the SMEs

*Bogna Kryszynska, Team Leader*

*Access to International Procurement Markets*

*European Commission*

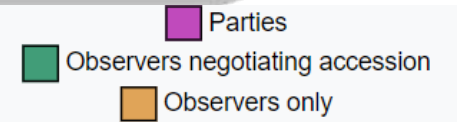
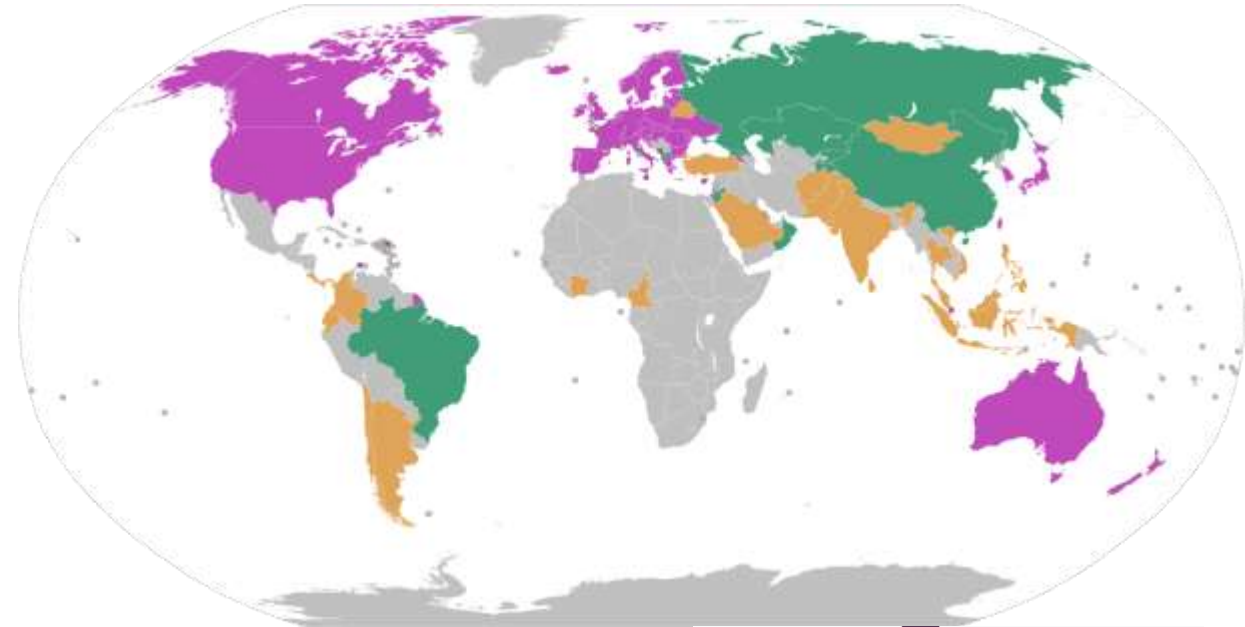
# The Government Procurement Agreement (GPA)

**A binding international agreement that promotes:**

- Access to other GPA Parties' procurement markets
- Good governance (transparency, fair competition, prevention of corruption)

## **2 Parts:**

- Rules
- Market access commitments



# Functioning of the GPA

- *GPA contains provisions to open procurement markets, but they **are not granted to each Party on the same terms – depends on reciprocity of the opening***
- *Each Party has a **coverage schedule** defining:*
  - **procuring entities covered by GPA**
  - **goods, services and construction covered by GPA**
  - **the threshold values above which procurement activities are covered by GPA**
  - **exceptions to the coverage – so called reservations**
- *Acceding Parties shall be deemed GPA-compliant and have their market access offer accepted by current Parties.*



# GPA

## Basic Principles and Elements (I)

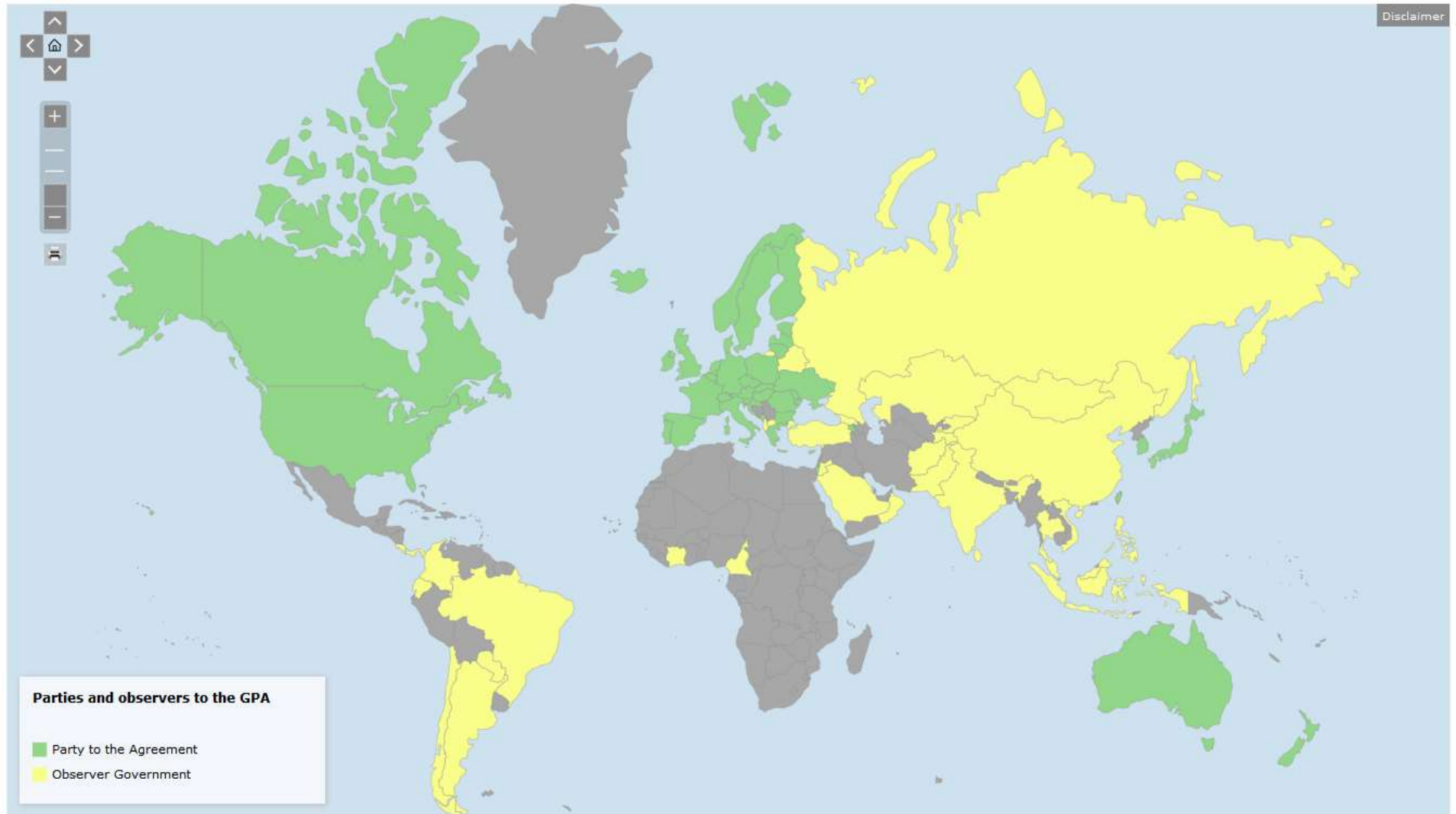
- Guarantees of **national treatment** and **non-discrimination** for the suppliers of parties to the Agreement with respect to procurement of covered goods, services and construction services as set out in each party's schedules
- Provisions regarding accession to the Agreement and the availability of **special and differential treatment for developing and least-developed countries**
- Detailed procedural requirements regarding the procurement process designed to ensure that covered procurement under the Agreement is carried out in a **transparent and competitive** manner that does **not discriminate** against the goods, services or suppliers of other parties

# GPA

## Basic Principles and Elements (II)

- *Additional requirements regarding **transparency** of procurement-related information (e.g. relevant statutes and regulations)*
- *Provisions regarding **modifications and rectifications** of parties' coverage commitments*
- *Requirements regarding the availability and nature of **domestic review procedures** for supplier challenges which must be put in place by all parties to the Agreement*
- *Provisions regarding the application of the WTO Dispute Settlement Understanding in this area*
- *A "built-in agenda" for improvement of the Agreement, extension of coverage and elimination of remaining discriminatory measures through further negotiations.*

# GPA Parties and Observers





# GPA Parties and Observers

## 22 GPA Parties:

Armenia; Australia; Canada; European Union with regard to its 27 Member States; Hong Kong China; Iceland; Israel; Japan; Korea, Liechtenstein; Republic of Moldova, Montenegro; Netherlands with respect to Aruba; New Zealand; Republic of North Macedonia; Norway; Singapore; Switzerland; Chinese Taipei; Ukraine; United Kingdom; United States

## 35 Observers

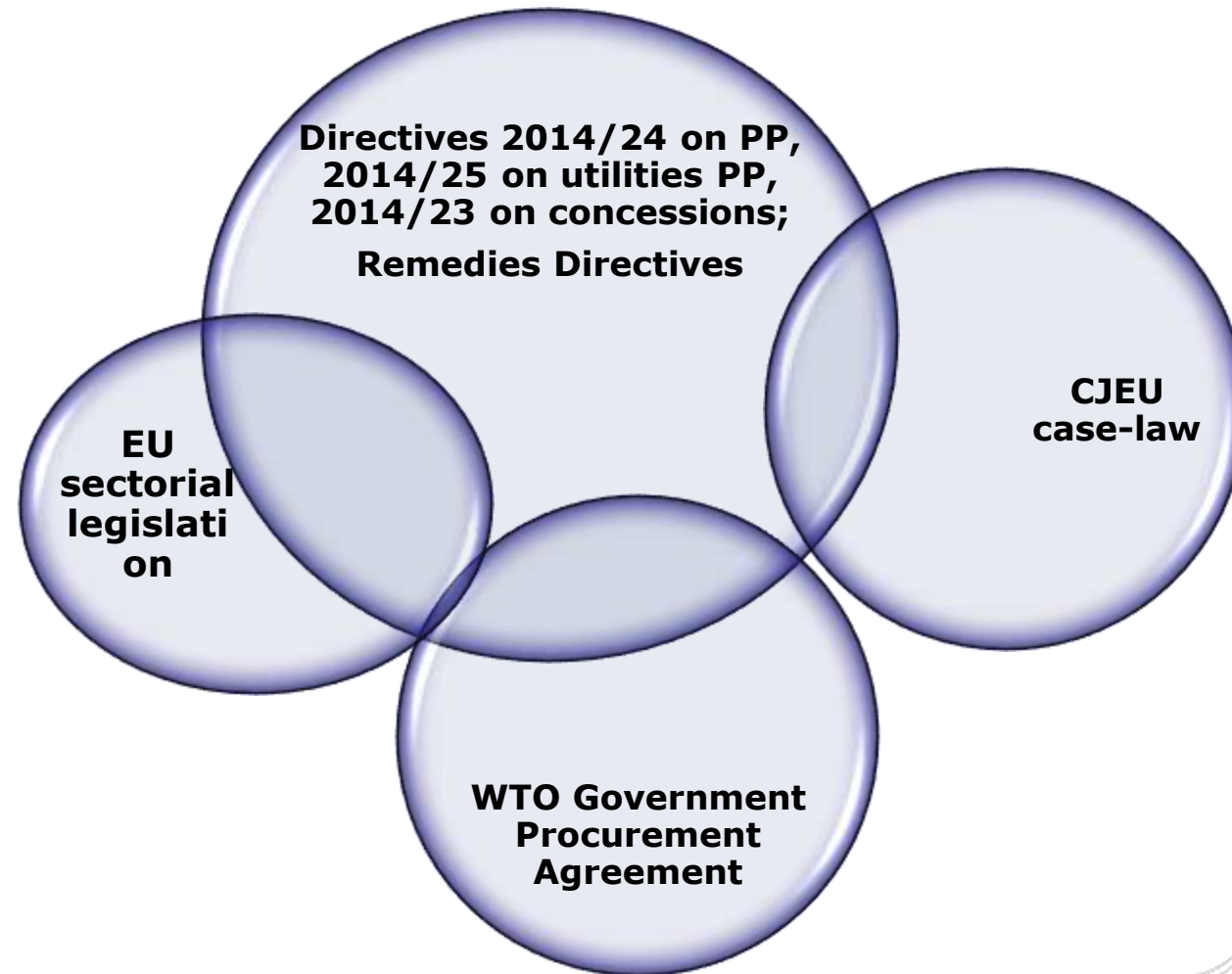
### 10 WTO Parties in process of GPA accession:

Albania; Brazil; China; Georgia; Jordan; Kazakhstan; Kyrgyz Republic; Oman; Russian Federation; Tajikistan

# The EU and the GPA

- The EU is one of the founding members of the GPA
- Strong supporter of a rules-based, multilateral system
- Advocate of new accessions to the GPA

# EU legal framework



# Goals of EU public procurement policy

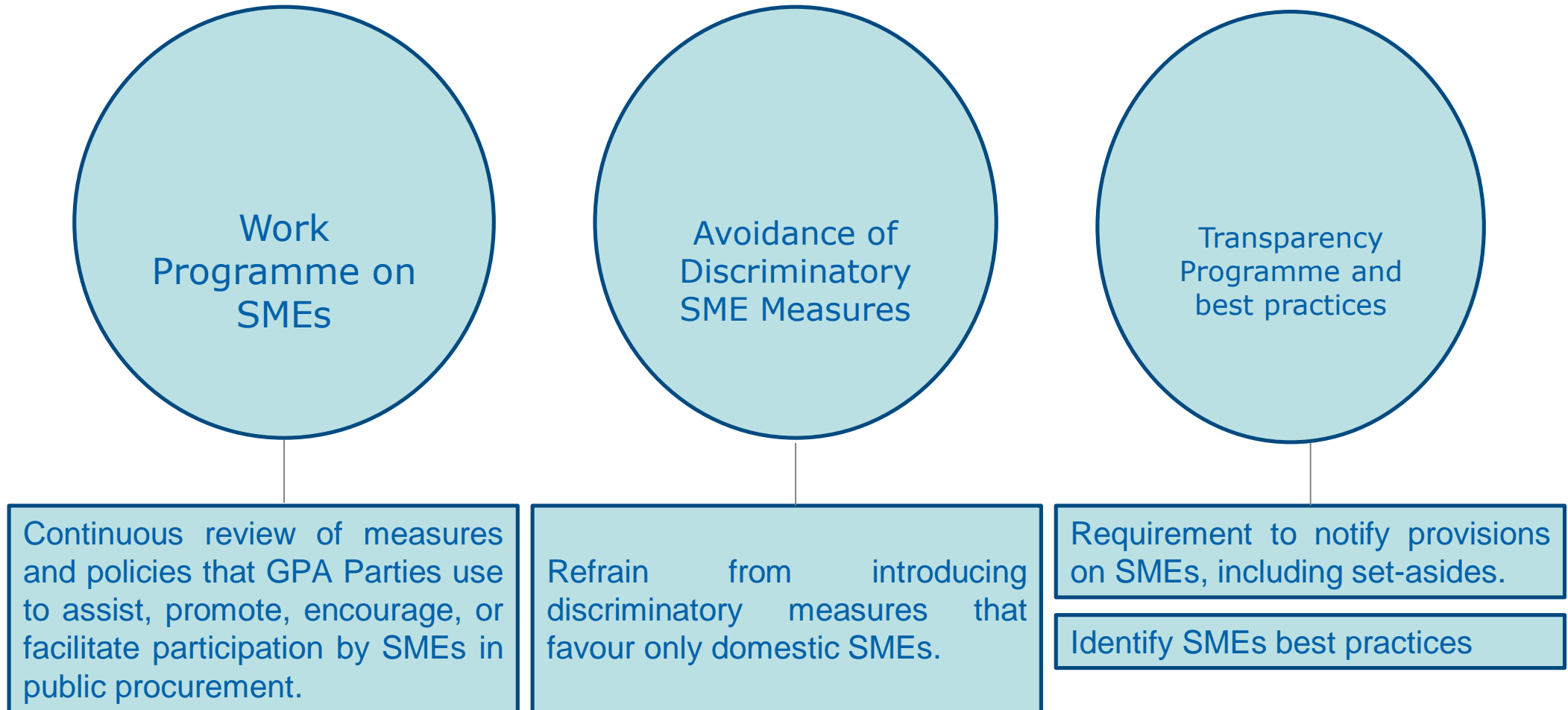
- Guaranteeing and fostering competition
- Enabling public buyers to make the most efficient use of public funds
- Enabling public buyers to support societal and policy goals through PP



# Principles of EU public procurement legislation

- Non-discrimination: no direct or indirect discrimination on geographical/national basis; other restrictions must be justified and proportionate
- Equal treatment: impartiality of process - all tenderers are to be treated in the same manner and provided the same opportunities
- Transparency: sufficient degree of advertising to the market

# GPA SMEs work programme





# Non-discriminatory facilitation of access for SMEs



# European Single Procurement Document (ESPD)

- Objective: decrease administrative burden
- Mandatory for all PP > EU thresholds (concessions excluded)
- Electronic format mandatory since April 2018

*Updated self-declaration as preliminary evidence in replacement of certificates issued by public authorities or third parties confirming that the relevant economic operator fulfils the required conditions (suitability, financial status and abilities.)*



# eCertis

*Online database with the characteristics of the documents requested in the Member States of the European Union during the formation and performance phases of public contracts.*

The screenshot displays the eCertis website interface. At the top, there is a header with the European Commission logo and the text "European Commission | eCertis". Below the header is a navigation bar with links: "OVERVIEW", "FEEDBACK", "ECERTIS QUICK GUIDE", and "ABOUT ECERTIS". The main content area starts with a "Welcome to eCertis" message. Below this, there are three checked filters: "Criteria", "Issuers", and "Evidence". There are three dropdown menus for "Country", "Type of criterion", and "Evidence type", each currently set to "Choose an option". Below the filters is a search bar and an "Export to Excel" button. The results table has columns for "Country", "Type", and "Name".

Country	Type	Name
France	Criterion	Optional Tendering Requirements : Conflict of interes
France	Criterion	Optional Tendering Requirements : Agreements with



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[Release calendar](#)

▼ Browse by

- Business opportunities
- Business sector (CPV)
- Place of delivery (NUTS)
- Buyer

▼ Search

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## Advanced search



Manage saved search ▼

Search scope  Last edition  All current notices  Archives

Full text ?

text e.g. pipe\* resp. "filling station"

Country ?

Type of document ?

Contract ?

Edition number ?

number/year e.g. 123/2009

Document number ?

No-year e.g. 135336-2005 or year/S ojs-no e.g. 2014/S 175-309694

Publication date ?

date e.g. 13/10/2016

from

to

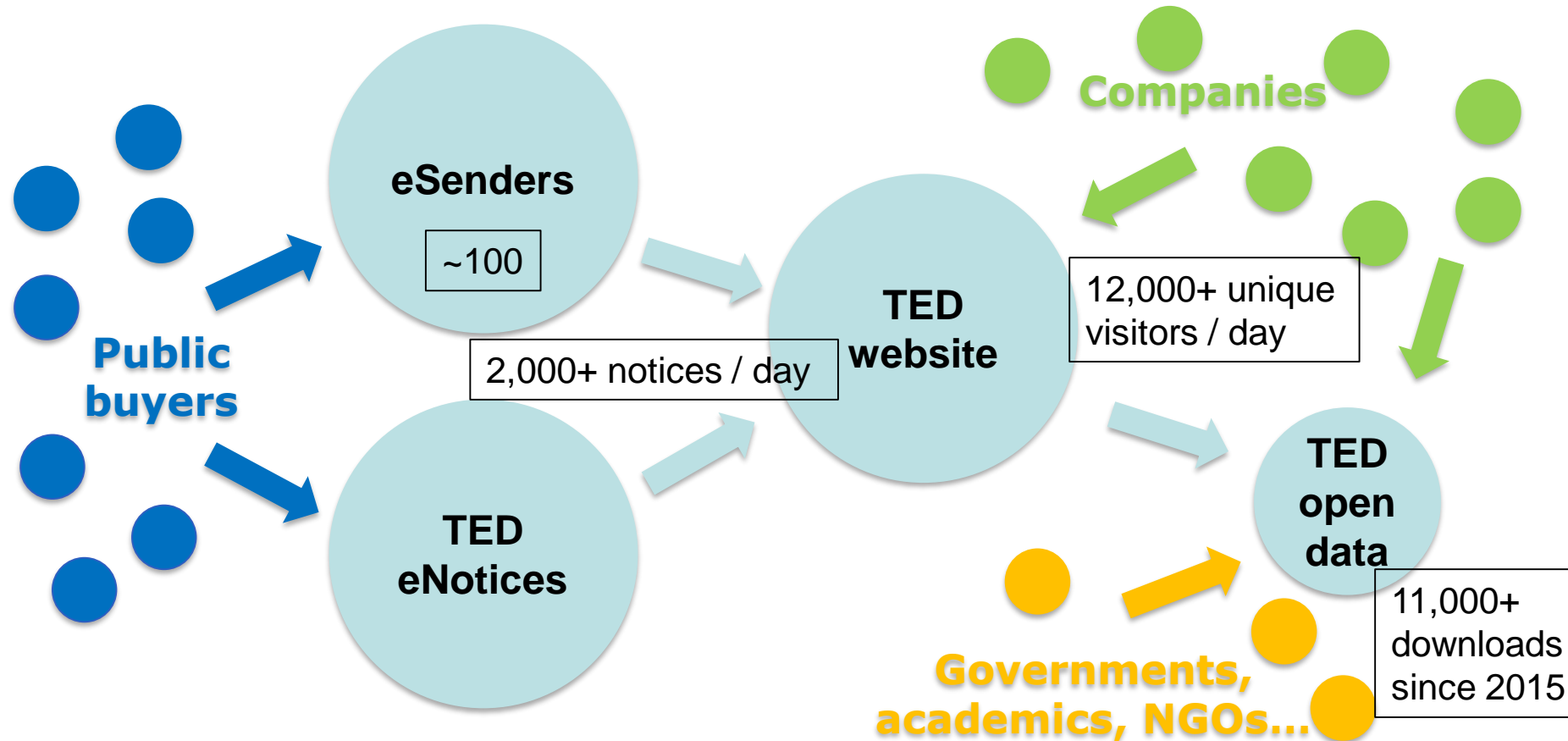
[Show more filters](#)

[Switch to expert mode](#)

Statistics mode

[SEARCH](#) Clear

# TED contains *real* administrative data on procedures and contracts





**Thank you for  
your attention!**

**Any questions?**





**9:40 Policies and opportunities for International Public Procurement**



# Lucian Cernat

.....  
.....  
DG TRADE, Head of Regulatory Cooperation and Public Procurement



# SMEs, Access2Procurement, FTAs

Lucian Cernat

Head of Regulatory Cooperation and Public Procurement

DG TRADE

European Commission

# Why is public procurement important?

- Significant part of national economies (10-15% of GDP)
  - Worldwide public procurement market: 10-15 trillion EUR
  - EU public procurement market: 2 trillion EUR
- Growing importance of public procurement (economic and sustainable aspects)
- Public procurement contracts outside the EU:
  - The most of new market opportunities are in emerging third countries markets
  - Considerable international opportunities for EU companies (construction, railways equipment, health-care etc.)
  - Provisions on public procurement have been included in EU Free Trade Agreements (FTAs)

# Mode of access to public procurement markets outside the EU

## Definitions:

- **Mode 1:** Direct cross-border public procurement
- **Mode 2:** Public procurement via local subsidiaries
- **Mode 3:** Global value chain public procurement

## Examples:

**Mode 1:** *a Spanish-based company wins a contract in Canada*

**Mode 2:** *a Canadian subsidiary of a Spanish company wins a contract in Canada*

**Mode 3:** *a Canadian company wins a works contract and imports Spanish goods and/or services to perform the contract*

# Public procurement chapter in FTAs

## The core provisions of public procurement chapter in FTAs

- Commitments on procedural standards for public procurement (based on the GPA)
  - Non-discrimination
  - Transparency
  - Procedural fairness

## Extension of the GPA commitments in FTAs

- Enhanced market access: Sub-central authorities, SOEs
- Anti-corruption measures
- Single electronic portal
- National treatment for locally established companies
- Environmental, social and labour considerations
- Enhanced remedies: Stand-still provisions

# Promoting EU SMEs to participate in public procurement outside the EU

- A large number of EU exporters are small and medium enterprises (SMEs), and they have a non-negligible part in EU exports
  - Public procurement is not limited to large companies: SMEs usually win around 20 % of tenders
- Access2Markets
  - Access2Procurement
  - International Procurement Instrument (IPI)
  - Access2Conformity

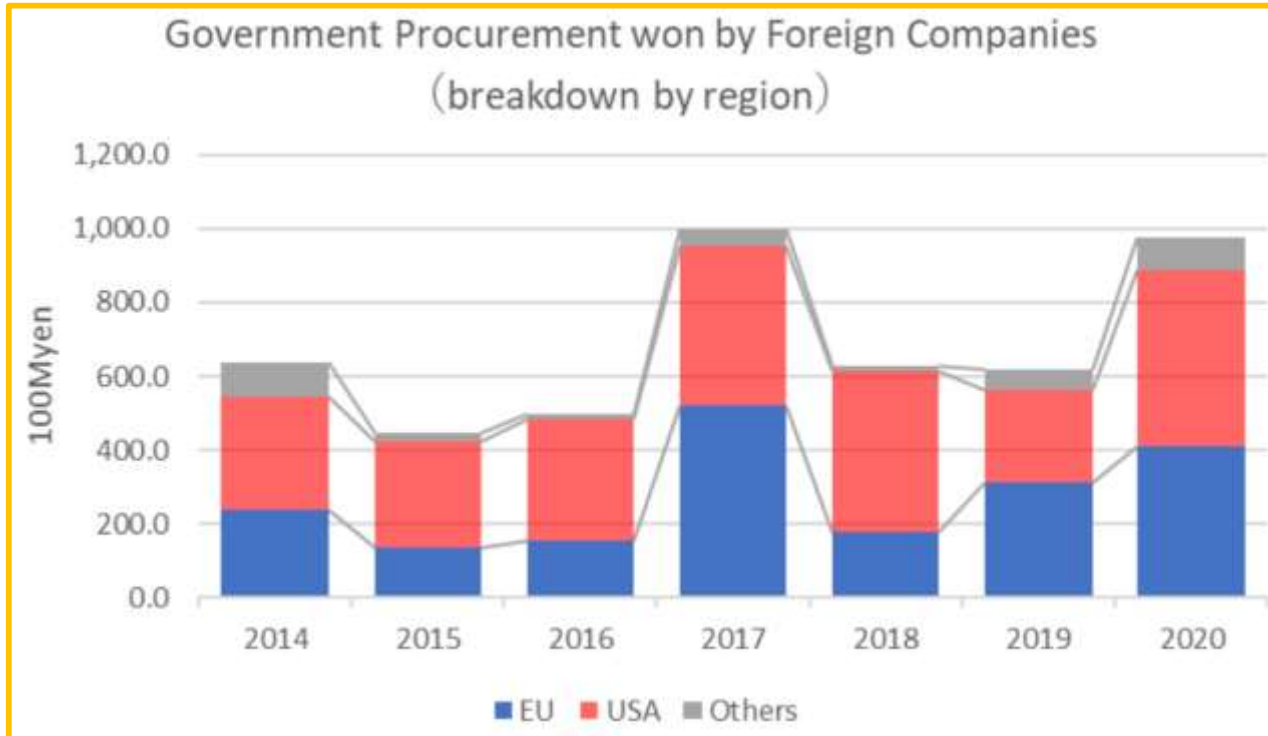


# Example: Canada

- EU-Canada Comprehensive Economic and Trade Agreement (CETA)
- A Canadian single point of access: **CanadaBuys**
- 1704 of EU suppliers have registered on SAP Ariba
- **CandaBuys**: the default public procurement system to bid on opportunities conducted by federal procuring entities
- Can be used in combination with **Access2Procurement**



# Example: Japan



- EU-Japan Economic Partnership Agreement (EPA)
- A Japanese single point of access: **JETRO**
- In the Japanese public procurement market, the proportion of public procurement from the EU has increased from 24.4% (2003) to 40.9% (2010) to 41.8% (2020)

The research data cover only Appendix 1 and Appendix 3 entities in Japan which are covered by the WTO/GPA.



# PROCUREMENT

Want to bid for a government contract? This tool helps you find out if you are entitled to participate in a given government procurement tender outside the EU. You will need to provide information that is usually contained in the tender notice: the procuring entity, the subject matter and the estimated value of the procurement. Enter this information in the relevant fields and answer the follow-up questions.



**Please indicate the country where the procurement is taking place**

Country

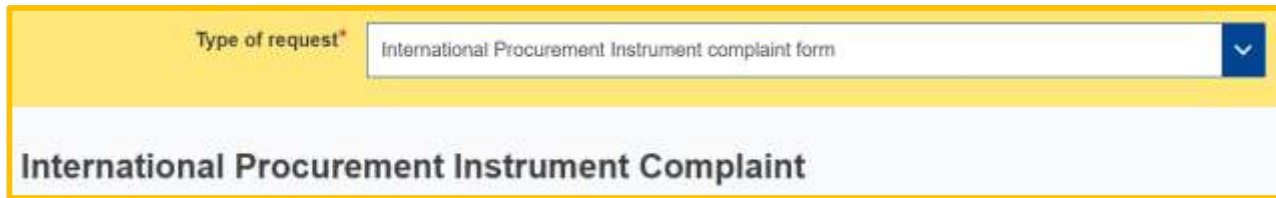
Select a country



## Access2Procurement (A2P)

- [The tool](#) helps to find out whether a company is entitled to participate in a given public procurement tender outside the EU under the GPA and/or FTA
- Currently covers **Canada, Japan and USA**
- The company needs to provide information that is usually contained in the tender notice (i.e. the procuring entity, the subject matter and the estimated value of the procurement) and answer follow-up questions

# International Procurement Instrument (IPI): ensuring a level-playing field for you



The image shows a screenshot of a web form. At the top, there is a yellow header bar with the text "Type of request\*" on the left and a dropdown menu on the right. The dropdown menu is currently set to "International Procurement Instrument complaint form". Below the header bar, there is a light blue box containing the text "International Procurement Instrument Complaint".

- Entry into force on 29 August 2022
- The objective of IPI is to drop public procurement barriers to the access to public procurement markets outside the EU
- Investigation and consultations, IPI measures at last resort
- Complaint from EU industry or member state
- The recent launch of [the upgraded complaint form](#)

# Access2Conformity (A2C): easier regulatory compliance

- Successful participating and winning in public procurement tender outside the EU might require compliance with Technical Barriers to Trade and certifications
- [The tool](#) helps EU exporters identify where in the EU they can perform product testing and certification when exporting to certain third countries within EU Mutual Recognition Agreements (currently covering [Australia](#), [Canada](#), [Japan](#), [New Zealand](#), the [US](#) and [Switzerland](#))
- **Example:** EU exporter sending its goods to Canada, whose products were already certified by an EU Member State conformity assessment body (CAB), would not have to go through the process of having its products tested and certificated again by a Canadian CAB

Including **ROSA** Rules of Origin Self-Assessment [How to use this form](#) [Disclaimer](#) ▾

Product name or HS code Country from Country to

Product name or HS code

Search >



Thank you



**9:50** Policies and opportunities for International Public Procurement

# Questions & Answers



## *ProSME: Overview, results and lessons*

- *Overview of the project, Patrick Heinrichs, AWEX, ProSME Team leader;*
- *Main deliverables, website & e-learning modules, H el ene Hovasse & Eric Guiochon, Business France*
- *Missions to target countries, Alberto Gavin, Basque Trade, and Investment*
- *Outcomes, Patrick Heinrichs, AWEX, ProSME Team leader*



## 10:00 ProSME: Overview, results and lessons. Roundtable



*Overview and outcomes of the project, Patrick Heinrichs, AWEX, ProSME Team leader;*



*Main deliverables, website & e-learning modules, H el ene Hovasse & Eric Guiochon, Business France;*



*Missions to target countries, Alberto Gav n, Basque Trade, and Investment;*



# Overview

## Main objective

- Support European SMEs to participate in public procurement in Colombia, Canada, Switzerland and Ukraine.

## Main tasks

- Identify and prepare SMEs for Public Procurement
- Disseminate the information and good practices collected at European level





## Deliverables

The main activities of the project have been the following:

- Market reports on international public tenders in each of the four markets
- Legal analyses prepared by local law firms identifying requirements and main points to be taken into account in each of the markets
- Identification of potential local partners in Canada, Switzerland and Colombia for European companies interested in the markets
- 10 training modules
- 7 informative webinars on business opportunities in Canada, Switzerland and Colombia.



# Market reports and legal analysis

## COUNTRY STUDIES

Here, everything you want to know about the 4 targeted countries of our initiative:



## Main takeaways

- Legal studies have been produced by **procurement experts**
- All **studies available on our website for registered companies**
- More than **800 pages** in total
- **12 overseas offices** mobilised
- About **350 downloads** on our website : [pro-sme.eu](http://pro-sme.eu)





# Webinars

1. Switzerland



2. Colombia



3. Ukraine



4. Canada



## Main takeaways

- A **first step** towards the Meet the Procurers missions
- All webinars available on our website : [pro-sme.eu](http://pro-sme.eu)
- +/- 250 companies attending at least one webinar
- 21 speakers from outside the consortium
- 12h30 of free content for registered companies
- Communication within and outside our 3 organisations



# Website and learning modules

# To bid or not to bid ?



Co-funded by the COSME programme of the European Union

# Website and learning modules



## Our 10 e-learning modules, to discover tenders and master public procurement !

Welcome to ProSME online training! To help you in your present and future tendering procedures, our high-level team is offering you a complete and precise guide to international public procurement and tendering. These courses will be taught by Pierre Le Maître, international consultant and expert in international strategy and operations. Ten entirely free e-learning modules will be at the disposal of our website subscribers. So don't wait any longer and start your learning today !



# Website and learning modules



The screenshot shows the ProSME website homepage. At the top, there is a navigation menu with links: [HOMEPAGE](#), [UKRAINE](#), [COLOMBIA](#), [CANADA](#), [SWITZERLAND](#), [E-LEARNING](#), [NEWSLETTERS](#), [ABOUT US](#), and [CONTACT](#). The main content area has a dark blue background. On the left, the text reads: **ProSME**  
SUPPORTING EUROPEAN SMES TO PARTICIPATE IN PUBLIC PROCUREMENT OUTSIDE EU (2022-2024). Below this text are four flags: Canada, Colombia, Switzerland, and Ukraine, each with its name underneath. On the right, there is a white graphic of a globe with a curved arrow pointing to the right. At the bottom right of the main area, it says 'European Union Grant Agreement number 101033974'.

We assist you in international public procurement

Participate to our seminar in Brussels on February 7

[Discover the programme](#)

# Website and learning modules



Co-funded by the COSME programme of the European Union

[Click here to discover our e-learning modules](#)



ProSME is a long-term project (2022-2024) funded by the European Union and managed by an international consortium composed of the Walloon Export and Foreign Investment Agency (Belgium), Business France (France) and Basque Trade and Investment (Spain),

# Website and learning modules



Sign In" or "Log In" and follow the instructions to enter your username and password.



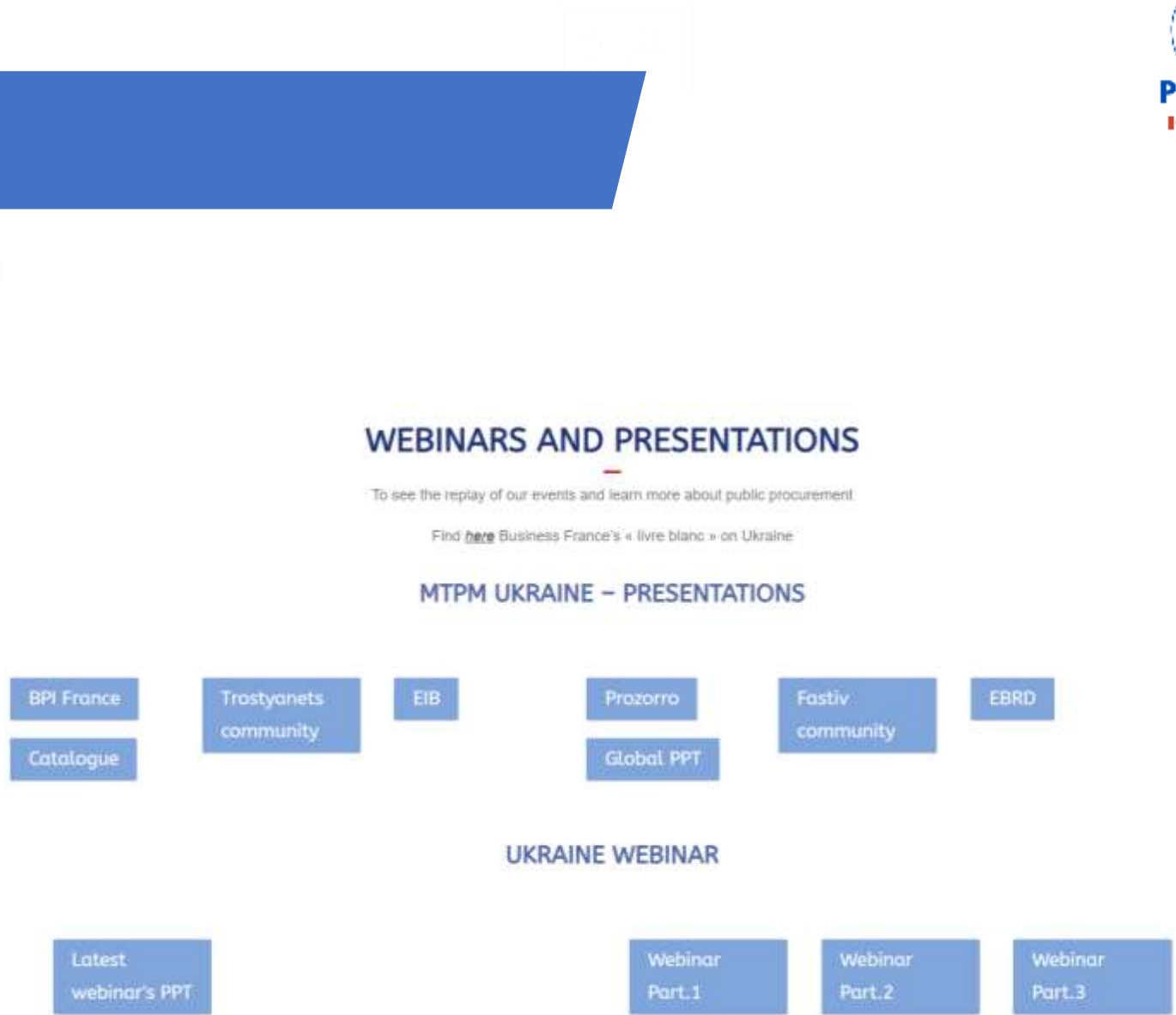


# Website and learning modules



**MARKET STUDY**

**LEGAL STUDY**



## WEBINARS AND PRESENTATIONS

To see the replay of our events and learn more about public procurement

Find [here](#) Business France's « livre blanc » on Ukraine

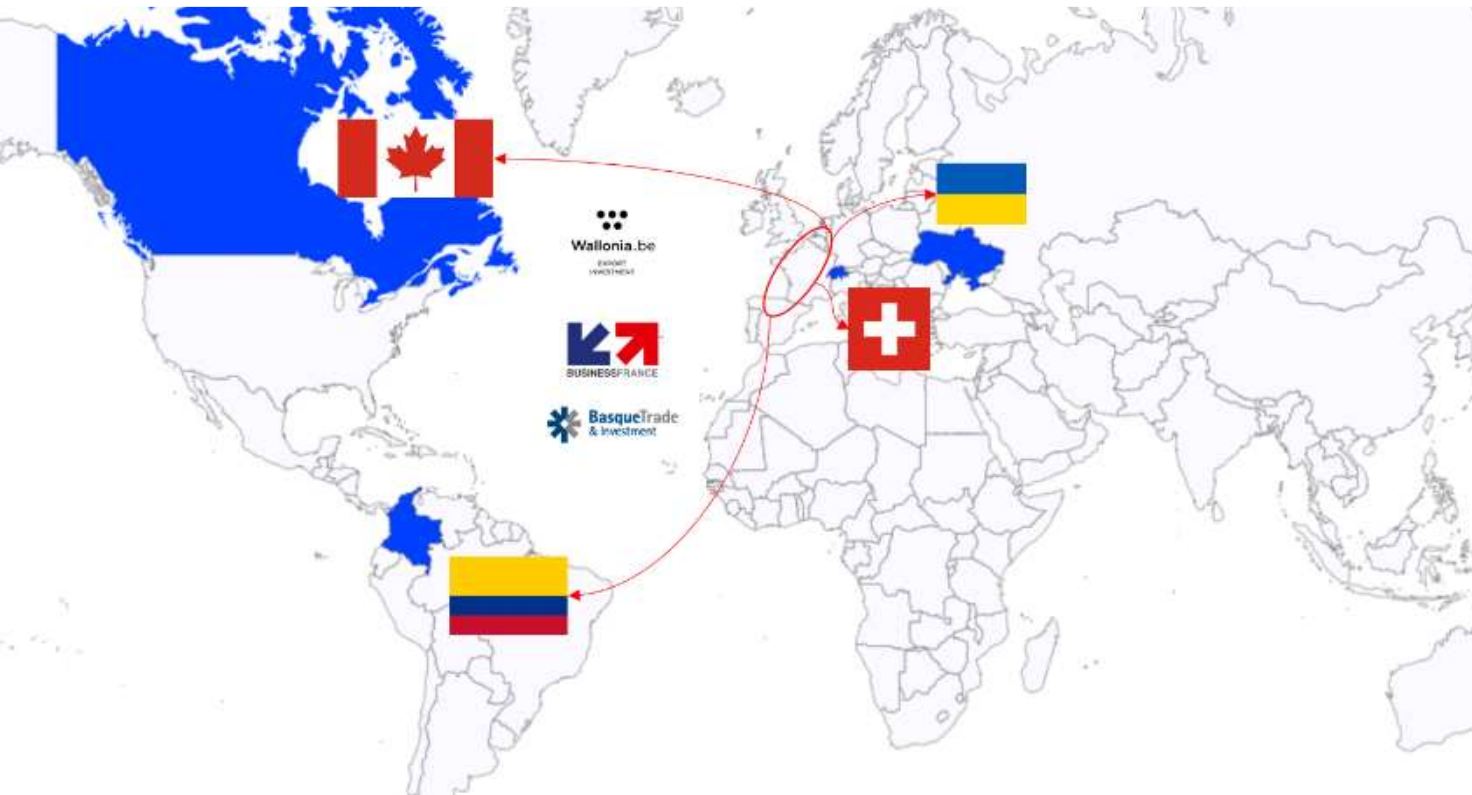
### MTPM UKRAINE – PRESENTATIONS

- BPI France
- Catalogue
- Trastyanets community
- EIB
- Prozorro
- Global PPT
- Fastiv community
- EBRD

### UKRAINE WEBINAR

- Latest webinar's PPT
- Webinar Part.1
- Webinar Part.2
- Webinar Part.3

# Meet the procurers missions



The aim of the missions for the participating companies was threefold:

1. To familiarize themselves with the specific rules governing public procurement in the countries,
2. To explore upcoming opportunities,
3. To meet public sector players and well-established local companies

# Meet the procurers mission Colombia (9-11 May)

The aim of the mission to Colombia for the participating companies was threefold:

- to familiarize themselves with the specific rules governing public procurement in Colombia,
- to explore upcoming opportunities,
- as well as create new business streams by meeting public sector players and well-established Colombian companies in the market.

The three-day program included talks by experts from the:

- National government (Procolombia, Departamento Nacional de Planeación, Agencia Nacional de Infraestructura, Ministerio de Minas y Energía, Unidad de Planeación Minero Energética, Instituto de Planificación y Promoción de Soluciones Energéticas, Ministerio de Transporte, Financiera de Desarrollo Nacional, Ministerio de Ambiente y Desarrollo Sostenible and Financiera de Desarrollo Territorial),
- Sectorial Associations (IPSE, CCE, ANDI, SER and ACODAL) and private companies (Ecopetrol)
- Regional departments such as Bogotá-Cundinamarca (Cámara de Comercio, Invest in Bogotá, Corporaciones Autónomas Regionales, Alcaldía de Bogotá, Transmilenio, Gobernación de Cundinamarca, Empresa Férrea Regional, Empresas Públicas de Cundinamarca and Metro de Bogotá),
- Medellín-Antioquia (Gobernación de Antioquia, Alcaldía de Medellín, Área Metropolitana del Valle de Aburrá and Empresas Públicas de Medellín)
- Barranquilla (Alcaldía de Barranquilla)

- *36 European companies*
- *138 registrations in B2Match*
- *77 B2B Meetings with Colombian companies*
- *30 Speakers of Colombian institutions*



## Meet the procurers mission to Colombia (9-11 May)

From May 9th to the 11th, the consortia of Basque Trade & Investment, AWEX and Business France accompanied a delegation of 36 companies from their respective on an elaborate program of “Meet the Procurers” in Bogotá.

The aim of the mission to Colombia for the participating companies was threefold:

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- Medellín-Antioquia (Gobernación de Antioquia, Alcaldía de Medellín, Área Metropolitana del Valle de Aburrá and Empresas Públicas de Medellín)
- Barranquilla (Alcaldía de Barranquilla)





## Meet the procurers mission Colombia (9-11 May)

With the aim of increasing the chances of successfully bidding internationally, the afternoon of 11 May was dedicated to B2B meetings between Colombian and European companies. For that purpose, the project contacted the European Enterprise Network in Colombia to find the best Colombian partners to the European participants and registered the B2B as a EEN event. Via a [web platform](#), all companies interested in the project registered before the event and made themselves visible to each other, with the option to request to meet with other participants. A total of 75 B2B meetings took place between the European and Colombian companies.

The EU Delegation in Colombia participated during the event, opening the event through the Economic Responsible, Pablo Neira and the closure of the event, done by the Ambassador of the European Union in Colombia, H.E. Gilles Bertrand, whose intervention expressed the importance of building bridges between Europe and Colombia, in a new scenario full of opportunities for both regions.

In parallel to the B2B meetings, the last day of the event featured a technical talk presented by engineers Javier Flechas, from Metro Bogotá and Juan Camilo Pantoja, Structuring Manager of Financiera de Desarrollo Nacional (FDN) which were presenting the tender for the most significant project of the Colombian capital, the Line 2, which was opened the day before.



## Meet the procurers mission Colombia (6-7 June)

From June 6th to the 7th, the consortia of Business France, AWEX and BTI accompanied a delegation of 8 companies from their respective countries on an elaborate program of “Meet the Procurers” in Bern.

The aim of the mission to Switzerland for the participating companies was threefold:

- to familiarize themselves with the specific rules governing public procurement in Switzerland,
- to explore upcoming opportunities,
- as well as create new business streams by meeting public sector players and well-established Swiss companies in the market.

The two-day program included talks by experts from the federal offices (Federal Office of Transport, State Department for Economic Affairs, Federal Roads Office, armasuisse), the canton of Berne, Berninvest, the Ecole Polytechnique Fédérale de Lausanne (EPFL), a testimonial from the French company Equans (Bouygues Group) with a subsidiary in Switzerland, and numerous B2B meetings at the Suisse Public fair, Switzerland's flagship public sector trade fair.



## Meet the procurers mission Colombia (6-7 June)

The mission in Switzerland had the aim to educate the participating companies on all facets of public procurement in Switzerland and to divide the time of the mission between lectures, one on one-meetings between the participants and other stakeholders at the Suisse Public fair.

The key takeaways from the presenters during the mission led the participants to understand that the Swiss public procurement market is highly regulated (federal and cantonal laws), is consensus-driven in finding the right balance between a transparent process and recourses and finally that Swiss federalism plays a very important role in how to navigate the complex system.

Public procurement plays a significant role in the Swiss economy, with an annual purchasing volume of around 30 to 40 billion euros. Among the sectors offering the greatest opportunities for our SMEs are the defense, transport, construction, and energy sectors.

The aim of the mission has been largely fulfilled, with the participating companies' feedback being satisfied with the overall organization of the mission and the interactions. Especially bonds have been created between the participating companies which will further help them engage not only on the Swiss market, but internationally.

Only somewhat negative point was the participation at the Suisse Public fair, which on the one hand needed more time to prepare, and which did not address all relevant sectors being represented among the participating companies.



## Meet the procurers mission Canada (19-24 June)

**The Meet The Procurers' Mission in Canada**  
**June 19<sup>th</sup> and June 24<sup>th</sup>, 2023**  
**Québec (19-21 June) and Ontario (22-24 June).**

- The consortium of AWEX, Business France and BTI accompanied a delegation of 18 companies from their respective countries on an elaborate program of “Meet the Procurers” in Canada.
- The missions was organized according to the same framework as the mission in Colombia and Switzerland, but we added a focus related to the following topic “ The incorporation of a subsidiary in Canada” .



# Meet the procurers mission “Rebuild Ukraine” (xxx)

## The Meet The Procurers’ Mission in Canada

June 19<sup>th</sup> and June 24<sup>th</sup>, 2023

Québec (19-21 June) and Ontario (22-24 June).

- The consortium of AWEX, Business France and BTI accompanied a delegation of 18 companies from their respective countries on an elaborate program of “Meet the Procurers” in Canada.
- The missions was organized according to the same framework as the mission in Colombia and Switzerland, but we added a focus related to the following topic “ The incorporation of a subsidiary in Canada” .





# Outcomes

We contacted more than 250 companies during the ProSME project:

- Organized 7 seminars with over 100 participants
- Conducted 4 missions, engaging with 36 companies in Colombia, 8 in Switzerland, 18 in Canada, and 25 in Poland (Rebuild Ukraine).
- Celebrated 5 success stories, recognizing that bidding and entering a new market require time.
- Provided a wealth of materials.
- Facilitated numerous interactions and the exchange of best practices among companies from Wallonia, France, and the Basque Country.
- Produced deliverables and successfully met procurer's missions, offering participants a thorough understanding of the public procurement market.
- Empowered companies with the knowledge needed to enter their target markets.

We have developed a methodology to organize Public Procurement missions in all countries that have signed a Free Trade Agreement (FTA) with Europe, and we can duplicate this approach."



## 10:40 Questions and Answers

*Any questions?*



**10:45 Break**

*We will be back in 15 minutes!*



## 11:00 ProSME: Success stories & lessons learned. Focus on Canada, Ukraine, Switzerland, and Colombia



- *Micr'eau, Pascale Guasp, Founder*



- *Fareco, Arnaud Hary, International Development Director*



- *AsUGo, Julien Blaise, Managing Director*



- *Hiberus IKT, Ane Valentín, Service Manager Basque Country*



- *Erreka, Aitor Ortíz de Zárate, International Manager*

# Company: Micreau



- Micreau is a unique SME based in 2 continents Europe and LATAM expert in arsenic reoval (water applications) and biogas ( flaring, storing and energy generation)
- Sectors:
  - In water application (drinking and waste water) for municipalities and
  - In solid waste (biogas valorisation ) Mainly with large customers like Veolia or Urbaser
- Organization in Colombia :
  - Commercial network of agents in Bogota region and in caribe region (2 agents)
  - Small office in Bogota for serving national clients like Veolia or Eco Petrol (1 french VIE engineer)
  - Technical assistance through our regional platform (Micreau Chile 10 engineers)



# Company: Fareco

◆ **FARECO = FAYAT Group** (5,7 b€ and 23,000 people)

◆ **FARECO business expertise in 4 domains**

- ◆ Urban Mobility
- ◆ Road Mobility
- ◆ Road Safety
- ◆ Toll Systems

◆ **All products designed by FARECO**

◆ Engineering team + Software development team

◆ **2 missions = Swiss / Canada**



# Company: asUgo

#asUgoAtGlance

**85+**  
Consultants

**300+**  
Certifications

**150+**  
Projects

**3** Locations  
Brussels  
Lisbon  
Canada

Think  
and  
Build,  
Beyond



Together,  
Connecting U  
to your  
customers



**20+**  
Portfolio of  
Enterprise Apps



**4** Major industries  
Energy  
Financial  
Non-profit  
Public Sector

#Curious  
#Nimble  
#Committed



# Company: Hiberus IKT



+3,000

Professionals

+180M

Revenue

+50%

Annual growth 3 last years

+42

Tecnological Competence's Areas focused on sectors such as **public administrations, retail, banking, media, industry, etc.**

+30M

Thanks to the presence y a large part of the national **public administration** and extensive experience in it

## Internationalization

In full international expansion, already present in Latin America and immersed to penetrate Europe, where we already have some clients

Presence : National + International

# Company: Erreka

**A Global Group**

**504**

Workers

**75**

M€  
Turnover

**4**

Business Units

**3,1%**

dedicated to  
innovation projects,  
strategic alliances  
and high  
technological value  
projects

**71,4%**

International  
Sales

**6**

Productive Plants  
spread over 3  
continents

**ERREKA is made up of four business units, managed independently and with the ability to compete in international environments.**

**Fastening**



**Connected Access**



**Plastics**



**Health-Care**



# Meet the procurers mission Colombia



Micr'eu : Pascal Guasp

Erreka : Aitor Ortíz de Zárate

## ProSME





# Meet the procurers mission Canada



Fareco : Arnaud Hary

AsUGo : Julien Blaise

# ProSME



# Meet the procurers mission Switzerland



Fareco : Arnaud Hary

Hiberus IKT : Ane Valentín

# ProSME





# Erreka: lessons learnt in Colombia



# Micreau: lessons learnt in Colombia



- **About public procurement:**
  - It becomes more and more transparent;
  - Good experience with a legal specialist for Bogota and Cali public entities.
  - Using platform and good methodology for competition analysis.
  - Importance of references realized in Europe or in Latam (in our case Chile)
- **Conclusion & pro-tips:**
  - Micreau has moved fast through Business France and the french Embassy in Bogota (fasep instrument)
  - Use also other EU funding tools like INNOWIND for market prospection or Eureka for innovation funding
  - Money is there to help SME

# Fareco: lessons learnt in Switzerland



- 2 missions, 2 different experiences:



Switzerland

- ✓ 26+ players but 1 website → Simap
- ✓ Meeting the RIGHT authority → OFROU

- 1 tip:

- You can do it alone, but can you?
  - ✓ Be supported: **local is crucial**

# Hiberus IKT: lessons learnt in Switzerland

## PROTECTIVE

It is a somewhat **protective market**, especially when it comes to public procurement.

## PROXIMITY

They are **open to foreign companies** being awarded contracts, but always being able to offer a service (or at least part of it) from Switzerland itself.

## GRATEFUL

Once you get in, **recurrent, based on trust**, and with real options for higher margins than we are used to.

## LANGUAGE

Language barrier, English is not the main language, but **French, German...**



- ✓ **Consortiums with Swiss companies** (or at least companies with presence and experience there).
- ✓ Having your **own staff working there**, which is limited to the maximum periods possible by the government if not resident.
- ✓ **Presence:** it is not feasible to provide remote service, and the costs in Switzerland are very high.

# Fareco: lessons learnt in Canada



- 2 missions, 2 different experiences:



Canada

- ✓ XX players and YY web site
- ✓ Meeting different people but not a clear name to refer to

- Conclusion & pro-tips

- ✓ Invest in good market study upfront
- ✓ Manage VISA procedures as a priority
- ✓ Regions are very strong (Ontario legislation is not equal to Quebec)
- ✓ French in Quebec is an absolute must

# asUgo: lessons learnt in Canada



Julien Blaise  
Managing Director  
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Invest in good market study before any company creation



Manage work permit as a priority



Regions are very independent  
(Legislation in Ontario and Quebec are not equal)



Canada is a great country 😊







## 11:40 Questions and Answers

*Any question to the companies...?*



## 11:45 Conclusions of the ProSME Consortium



### Iván Fernández

Basque Trade & Investment on behalf of ProSME Consortia  
(Wallonia Export and Investment, Business France and Basque Trade and Investment)



## 11:50 Walking lunch and networking (B2B)

*Enjoy it until 13:00!*

**Thank you! Merci beaucoup! Eskerrik asko! Gracias!**



**ProSME**  
SUPPORTING EUROPEAN SMES TO PARTICIPATE IN PUBLIC PROCUREMENT OUTSIDE EU (2022-2024)

Canada Colombia Switzerland Ukraine

European Union Grant Agreement number 101033974



Co-funded by the  
COSME programme  
of the European Union

**Paul Boyé**  
SUISSE



**AGILITÉ - INNOVATION - ROBUSTESSE**

# INTRO



La mobilisation en 1914 de l'atelier de tailleur de Pierre Boyé pour réaliser les capotes bleu horizon marque le début d'une aventure industrielle consacrée à la fabrication d'uniformes et d'équipements de protection administratifs et militaires.

Les indissociables valeurs familiales et entrepreneuriales conduiront trois générations à construire à travers le temps et les crises l'histoire et l'avenir de l'entreprise.

L'Isard, robuste, agile, résistant aux conditions extrêmes, emblème de la société, est choisi pour ses qualités et ses origines de la montagne pyrénéenne, berceau de la famille Boyé.

*Pierre Boyé's tailor workshop mobilization in 1914 to produce the sky blue wool great-coat is the starting point of an industrial adventure dedicated to the manufacturing of uniforms as well as administrative and military protective equipment.*

*Indissociable family and corporate values will lead three generations to build the history and future of the company, throughout time and crises.*

*The izard, strong, agile and resistant to extreme conditions, is the emblem of the company ; chosen for both its qualities and Pyrenean mountain origins, birthplace of the Boyé family.*

**Paul Boyé**



**+ de 100 ans**  
d'innovation



**Groupe familial**  
3 générations



**Leader**  
mondial





Filiale du groupe  
Paul Boyé S.A.



Spécialisée dans la conception et la fourniture d'équipements de protection, Paul Boyé S.A. fondée en 1904, est aujourd'hui l'un des leaders mondiaux dans le domaine de la protection NRBC (nucléaire, radiologique, biologique, chimique).

Situé près de Toulouse, le groupe Paul Boyé compte deux autres unités de production en France : au Vernet (31), à Bédarieux (34) ; ainsi que trois entités industrielles à Madagascar.

La filiale Paul Boyé Suisse S.A., créée le 1<sup>er</sup> septembre 2022 à Berne, a vocation à développer des échanges commerciaux déjà bien ancrés depuis plus de 40 ans avec la Confédération Helvétique.

Cette implantation en Suisse s'inscrit dans la durée et va permettre de gagner en réactivité pour créer des interactions de partenariat en termes de :



Développement depuis la Suisse,  
vers d'autres pays de la zone  
alémanique (Allemagne  
et Autriche)



**François Rossier**  
Directeur Paul Boyé Suisse S.A.

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3015 Berne

Avant de rejoindre l'équipe de direction de Paul Boyé S.A., François, de nationalité Franco Suisse, a conduit une carrière de commissaire de l'Air pendant plus de 37 années en France au sein des armées et en interministériel.

Diplômé de l'Ecole des Industries Textiles d'Epinal, il a contribué à la conception et au développements de nombreux équipements de protection (uniformes, effets de vol, NRBC, balistiques ...) au profit des forces.

Commissaire général (2S) de l'armée de l'air, il a rejoint l'équipe Paul Boyé début 2022 en tant que Directeur grands comptes France et Directeur Paul Boyé Suisse S.A.



Pérennité des contrats  
déjà existants (dont Arma Suisse)



Réponse à de nouveaux  
appels d'offres



Commercialisation d'effets  
d'uniformes et d'équipements de  
protection en Suisse  
(sécurité civile, santé, outdoor)



Partenariats industriels dans le domaine  
du textile (R&D, co-développement de  
produits, sous-traitance industrielle,  
conception de machines)

## Nos partenaires



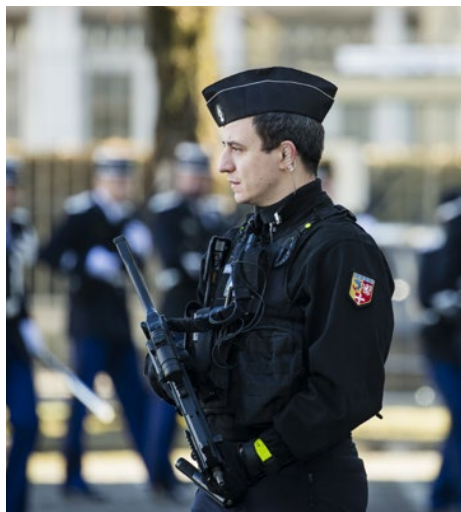
## Nos références





# MARCHÉS

CORE BUSINESS



.....  
**DÉFENSE**  
DEFENCE

.....  
**SÉCURITÉ INTÉRIEURE**  
INTERIOR SECURITY

.....  
**INDUSTRIE ET SERVICES**  
INDUSTRY AND SERVICES

.....  
**SANTÉ**  
HEALTH





# ATOUTS

STRENGTH



CAPACITÉ  
INDUSTRIELLE  
& LOGISTIQUE  
INDUSTRIAL &  
LOGISTICS FORCE



EFFECTIF\_WORKFORCE:  
**2000**



**5** SITES INDUSTRIELS INDUSTRIAL SITES:  
• Labarthe-sur-Lèze (31 - France)  
• Le Vernet (31 - France)  
• Bédarieux (34 - France)  
• Antananarivo (Filatex & Itaosy - Madagascar)



PRODUCTION:  
**5 000 000**  
d'articles produits par an  
items produced per year



STOCKAGE\_WAREHOUSE:  
**> 61 000 M<sup>2</sup>** (> 72956 YD<sup>2</sup>)



MACHINES:  
**5500** unités\_units





# RECHERCHE ET DÉVELOPPEMENT

## RESEARCH AND DEVELOPMENT

**ATOUTS**  
**STRENGTH**



**Laboratoire d'essais textiles interne :**  
Caractérisation et le contrôle qualité des matières et des produits, conformément aux normes en vigueur des matériaux souples.  
**Internal textile testing laboratory:**  
Characterization and quality control of materials and products, in accordance with the current standards for soft materials.



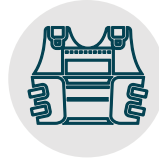
**Développement de tenues NRBC filtrantes et étanches.**  
*Development of filtering and waterproof filtering and waterproof CBRN suits.*



**Développement de tenues Pompiers.**  
Certification des EPI. Veille normative.  
*Development of firefighters outfits.*  
Certification of PPE. Normative watch.



**Développement de l'activité masque à usage unique EPI et DM, demi-masque et masque complet à cartouche et nouveaux protocoles de bancs d'essais.**  
*Development of the PPE and DM single-use mask activity, half-mask and full cartridge mask and new protocols of test benches.*



**Développement de systèmes de protection balistique et Intégration de valeur ajoutée (Smart Textile, Harnais de simulation).**  
*Development of ballistic protection systems and value-added integration (Smart Textile, simulation harnesses).*



**Développement produit relatif aux systèmes de portage au sens large :**  
sac à dos, harnais, gilet tactique, porte-plaques, poches diverses.  
*Product development related to carrying systems in the broadest sense: backpack, harness, tactical vest, plate carrier, various pockets.*





# PRODUITS

PRODUCTS

## PROTECTIONS

BALISTIQUE, NRBC, FEU, PANDÉMIES  
BALLISTICS, CBRNE, FIRE, PANDEMICS



### NRBCe

Équipements de protection NRBC filtrants et étanches contre les agents toxiques de guerre et les risques chimiques industriels : tenues, combinaisons, cagoules et accessoires.

### CBRNe

CBRN protective equipment against toxic warfare agents and industrial chemical risks: suits, overalls, hoods and accessories.

### Balistique

Gilets pare-balles, gilets pare-éclats, gilets pare-lames et tenues de démineur.

Niveaux des protection balistiques : KR1/KR2 IIIA/IIIA+ IV/IV+

### Ballistics

Bulletproof vests, military body armor, anti-fragment vest, equipment hardening material and vehicles.

Ballistic protection levels: KR1/KR2 IIIA/IIIA+ IV/IV+



### Feu

Tenues répondant à des critères de protection contre les risques thermiques et des risques de pollution engendrés par les suies et les particules fines : tenues d'intervention, surveste textile, combinaisons spécialistes, cagoule de protection filtrante.

### Fire

Suits meeting the criteria of protection against the thermal risks and the risks of pollution caused by soot and fine particles: intervention suits, textile overcoat, specialist suits, filtering protective hood.

### Santé

Équipements d'ambulanciers et de primo intervenants. Paul Boyé Technologies conçoit des gammes de vêtements de travail et de protection pour les personnels de santé (hôpitaux, SMUR, SAMU, ambulances). Partenaire du Ministère de la Santé pour les EPI masques FFP2 pour faire face au risque de pandémie. Innovant avec le BioX®, un masque qui détruit les virus par contact.

### Health

Equipment for ambulance services and first responders. Paul Boyé Technologies designs workwear and protective clothing for healthcare personnel. Partner of the Ministry of Health for PPE FFP2 masks to face the risk of a pandemic. Innovative with the BioX®, a mask that destroys viruses by contact.



**BIOX**

Action biocide / Biocidal action





## Sécurité intérieure

Tenues d'intervention et de maintien de l'ordre : protection contre les coups, les liquides enflammés et les balles.

## Homeland security

Intervention and law enforcement uniforms: protection against blows, ignited liquids and bullets.



## Identitaire

Uniformes de service, de cérémonie et de prestige. Tenues de service, de spécialistes et accessoires. Tenues de la Garde Républicaine et des écoles d'officiers.

## Identity

Service uniforms, and prestige uniforms. Service and specialist uniforms and accessories. Uniforms of the Republican Guard and officer schools.



# PRODUITS

PRODUCTS

## TENUES \_SUITS

COMBAT, SERVICE, CÉRÉMONIE  
COMBAT, SERVICE, CEREMONIAL

## Défense

Équipement du combattant de haut niveau de résistance, protection contre les intempéries, camouflage, traitement IR pour tous les théâtre d'opération : tenues de combat, parkas, combinaisons, sacs et accessoires.

## Defence

Combat equipment with a high level of resistance, protection against bad weather, camouflage, IR treatment for all theaters of operation: combat suits, parkas, overalls, bags and accessories.



# SERVICES

## Réponse globale NRBCe

Équipements contre les armes de destruction massive.

- Détection chimique, radiologique et nucléaire
- Protection individuelle et collective
- Décontamination des personnels et des matériels
- Contre-mesures médicales
- Formation, Maintenance.

## CBRNe global response

Equipment against weapons of mass destruction.

- Chemical, radiological and nuclear detection
- Individual and collective protection
- Decontamination of personnel and equipment
- Medical countermeasures
- Training and maintenance.

## Conseil & Formation

Doctrine et utilisation des équipements de protection.

Le service est assuré par des instructeurs spécialisés dans le déploiement et la formation à l'utilisation d'équipements NRBCe.

## Advice & Training

Doctrine and use of protective equipment.

The service is provided by instructors specialized in the deployment and training in the use of CBRN equipment.



## Vente en ligne

Site de vente en ligne d'équipements de loisirs (grand public), et d'effets réservés aux professionnels (santé, sécurité intérieure, sécurité civile).

[www.paulboye-ventedirecte.fr](http://www.paulboye-ventedirecte.fr)

## Online sales

Online sales site for leisure equipment (general public), and items reserved for professionals (health, homeland security, civil security).





### Bureau d'études habillement

L'équipe intégrée de stylistes, de modélistes et de techniciens conçoit et réalise les modèles, sur la base d'une expérience transmise de plus de 70 ans dans le domaine des uniformes et des équipements de protection.

### Clothing Design Department

The integrated team of stylists, pattern makers and technicians designs and produces the models, based on over 70 years of experience in the field of uniforms and protective equipment.



### Outils web

Développement de solutions de suivi logistique et de sites Internet dédiés, pour une distribution individuelle ou collective.

### Web Tools

E-sales and logistics supply throughout dedicated website and individual or collective delivery solutions.



### Marchés d'externalisation

Gestion de la fabrication et de la distribution d'effets d'habillement :

- Gestion et planification des besoins
- Fabrication
- Approvisionnement
- Logistique
- Vente par correspondance
- Distribution individuelle et collective
- Service Après-Vente et centre d'appel
- Gestion de fin de vie des produits

### Outsourcing contracts

Manufacturing and distribution management of clothing items.

- Requirements management and planning
- Manufacturing
- Procurement
- Logistics
- Mail order distribution
- Individual and collective distribution
- After sales service and call center
- End of life product management



240 k  
personnels équipés  
equipped staff



+ de 3M  
d'articles distribués / an  
of items distributed / year



4000  
colis traités / jour  
packages processed / day





## MCO

La MCO (maintien en condition opérationnelle) est un service personnalisé de suivi, d'entretien, de lavage et de réparation des équipements de protection individuelle en circulation. Elle est qualifiée pour la collecte, le lavage, le séchage, l'entretien, la réparation et la traçabilité des EPI.

## MOC

The MCO (maintenance in operational condition) is a personalized service of follow-up, maintenance, washing and repair of personal protective equipment in circulation. It is qualified to collect, wash, dry, maintain, repair and trace PPE.

## Recyclage

**Regentex : une filière de recyclage d'effets d'habillement en fin de vie dans une démarche d'économie circulaire.**  
Maîtrise d'une chaîne de valeur complète (tri, démantèlement, défibrage, filature, tissage ou tricotage, ennoblissement, confection) allant jusqu'à la création d'un produit fini, issu du recyclage.

## Recycling

**Regentex: a recycling chain for end-of-life clothing items in a circular economy approach.**  
Control of a complete value chain (sorting, dismantling, defibration, spinning, weaving or knitting, finishing, making up) until the creation of a finished product, resulting from recycling.

**POLO GENDARMERIE USAGÉ**  
WORN GENDARMERIE POLO



**Exemple du recyclage d'un polo gendarmerie transformé en pull et chaussettes**

*Example of a gendarmerie polo shirt recycling into a sweater and socks*

**PULL ET CHAUSSETTES FABRIQUÉS EN MAILLE RECYCLÉE**  
PULL AND SOCKS MADE OF RECYCLED KNIT



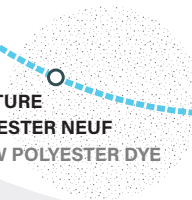
**TRI, DÉMANTÈLEMENT DES PRODUITS**  
(EXTRACTION DES PARTIES NOBLES DU PRODUIT)  
**SUPPRESSION DE LA PERSONNALISATION**  
SORTING, DISMANTLING OF PRODUCTS (EXTRACTION OF THE NOBLE PARTS OF THE PRODUCT)  
CUSTOMIZATION REMOVAL



**EFFILOCHAGE**  
/ FRAYING



**TEINTURE POLYESTER NEUF**  
/ NEW POLYESTER DYE



**CONFECTION**  
/ MANUFACTURING

**TRICOTAGE** / KNITTING

**FILATURE** / YARN





 **+ de 75 pays**  
déjà clients

# EXPÉRIENCE INTERNATIONALE

*INTERNATIONAL EXPERIENCE*

DRAPEAUX NATIONAUX : IMPLANTATIONS DU GROUPE PAUL BOYÉ

# Paul Boyé

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## Paul Boyé Suisse

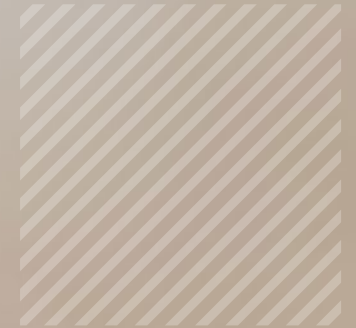
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