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EXTRA LIGHT

Bidding Simulation Workrooms





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Author(s)	Antonella Venza (LIV), Marta Krakowiak (ELCA)		
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Contributors	Alberto Sozza (ELCA), Andrea Padre, Marisol Estevan (CICAT), Isabella Mantello, Stephan Hölzl (Biz-Up)		
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PREMISES

The EXTRA LIGHT Bidding Simulation Workrooms are local workshops organised by four project partners (RI LIV, CICAT, BIC and Cluster Lumière) for their associated SME companies to provide them concrete and example-based training on how to access the public procurement in the project target countries (USA, Canada, Japan) and how to write a successful public bid, with support of the internationalisation and public procurement experts in local language.

Partner clusters developed the workrooms focused on the specific extra-EU country (one or more), following the interests highlighted by their SME members toward the procurement opportunities in one or more of the three target countries.

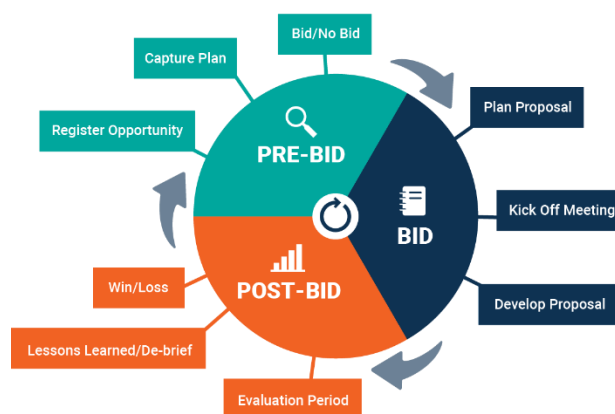
The training workshops have been customised to each cluster's members needs and expectations, and included the following topics:

a) Analysis of real tenders published by public buyers (in the USA, Canada and Japan) - examination of guidelines/tender requirements and clauses in detail as well as the tendering platforms.

Showcasing of procurement formats and document structure used by public buyers in the target countries with focus on details and differences from the domestic public administrations. Important contractual clauses are sometimes hidden away in the depths of lengthy contractual legal documents. It is imperative that all the tender documents are read in detail before the bidding process commences. This way, it is less likely that a company will uncover unwelcome contract clauses midway through the tendering process

b) Analysis of tender access and submission procedures: registration in specific registers of suppliers, acquisition of domestic industrial codes/nomenclature, registration procedures on the online procurement platforms, etc.

c) Planning tender participation in all its phases: Pre-bid, Bid and Post-bid and what to consider at company level when addressing the public tendering in the extra-EU country → go- no-go decision-making process. Outline of the internal key resources at company level including the definition of dedicated staff and financial resources, cost analysis and income projections, preparation workload, pricing offers, submission and follow-up process.



Source: Bidhive.com



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1. Bidding Simulation Workroom – RI LIV

On 22ND February 2023 Luce in Veneto organized a 2-hour online training workshop to support step by step its SMEs to access public tenders in the USA and Canada, with a practical session including registration on the main portals and analysis of sample tender documentation.

The simulation workroom focused on the countries where the SME interest was the biggest, mainly due to the fact that several companies already sell their products in these markets, and have the necessary quality standard certifications and labelling marks requested. The workshops did not cover the Japanese procurement because there was no interest in having a specific deep dive session from the LIV member SMEs.

PARTECIPAZIONE BANDI PUBBLICI USA/CANADA:
Incontro di approfondimento sulle opportunità per le PMI del lighting

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EXTRA LIGHT

Mercoledì 22/02/2023
15:00 - 17:30

Agenda:

- 15:00 – 15:15 Saluti introduttivi e presentazione progetto EXTRA LIGHT
Alberto Sozza, Presidente Luce in Veneto
- 15:15 – 16:15 Presentazione bandi pubblici USA
Avv. Isabella Pulcinelli, Pulcinelli Consulting
- 16:15 – 17:15 Presentazione bandi pubblici CANADA
Dott. Mario Giacomelli, International Business Consultant
- 17:15 – 17:30 Sessione di domande e conclusioni
Dott. Mario Giacomelli

Evento Online su piattaforma Zoom

WEBINAR WEBINAR WEBINAR WEBINAR WEBINAR

Modalities - Zoom platform

Language - Italian

Speakers – legal experts in public procurement procedures in the USA and Canada

Esq. ISABELLA PULCINELLI

CEO and Founder, Jan 2012 – Present, New York City

- Assist European corporate clients, professionals and associations from different industries seeking to do business in the US and to comply with US laws, policies and regulations
- Plan and execute successful projects on time with limited resources and budget limitations
- Identify government contracting opportunities (i.e., public procurement participation) and business partners (both public and private)
- Educate and coach clients on American business best practices and facilitate their business relationships
- Support clients as they engage in major transactions (i.e., regulatory compliance and purchase agreements) and facilitate their day-to-day activities to preserve their business integrity, image and reputation

Dr MARIO GIACOMELLI

Founder & international Business Development – May 2019 to present





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Consulting TO – Halifax, Canada

- Supporting European SMBs in all the stages of their international growth in Canada
- Organizing and presenting webinars and online workshops to promote Canada as a target market
- Developing and managing relationships with local distributors, importers, partners and investors
- Designing and executing market analysis, feasibility studies and marketing plans

Associated Senior Consultant / North America – March 2020 to present

Octagona Srl – Halifax, Canada

- Supporting Italian SMEs in all the stages of their international growth in the United States and Canada
- Developing and managing relationships with local distributors, importers, partners and investors
- Identifying and qualifying leads, managing relationships with prospecting and existing customers
- Designing and executing go-to-market strategies

AGENDA

Time	Topics
15.00-15.15	Welcome and introduction
15:15 – 16:15	Opportunities for the SMEs with the American public tenders, Isabella Pulcinelli - Outline of tender access and application procedures - Samples of specific tenders and the related documentation - Tips & hints
16:15 – 17:15	Opportunities for the SMEs with the Canadian public tenders Mario Giacomelli - Outline of tender access and application procedures - Samples of specific tenders and the related documentation - Tips & hints
17.15-17.30	Q&A and conclusions

Participants - 8 lighting SMEs from Italy: Glip by S.I.L.E Snc; Hikari Srl; IDL Export Srl; Leucos Srl; Olev Light Srl; Sfiligoi Srl; Savi Srl and MM Lampadari Srl. *The participants consented to the dissemination of their personal data.*

Contents - The meeting started with the presentation of the EXTRA LIGHT project by Luce in Veneto, with particular focus on the Task 2.3 “Extra Light bidding simulation workroom: how to write a successful public bid-digital (or physical) training for SMEs with hands-on exercises”.





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After this introduction, **ESQ. ISABELLA PULCINELLI** presented the opportunities offered to SMEs with American public tenders. Ms Pulcinelli focused in the modalities to register in the SAM system. SAM is the official FREE, U.S. government-operated website for management of government awards. There is NO charge to register or maintain your entity registration record in SAM. Adv Pulcinelli explained step by step how to start a new Entity Registration in SAM.gov. Then she explained how to register with GSA. The GSA Multiple Award Schedules (MAS) program issues long-term contracts that provide federal, state, and local government buyers access to commercial products, services and solutions at pre negotiated pricing.

After practical exercise, she reported some examples of interesting public tenders for the lighting SMEs from the US Department of Veterans Affairs (VA), and the US Milan Consulate Building, Embassy of the United States in Paris of which SME participants could analyse the procuring process and specific requirements related to goods and services searched.

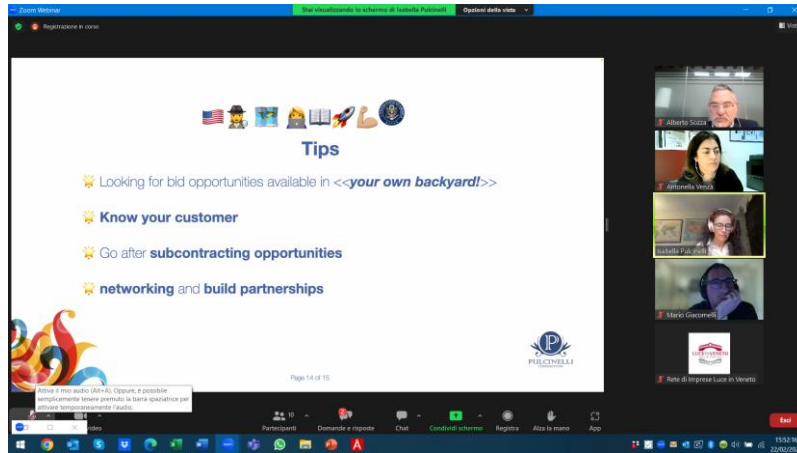
She pushed the attendees to register in the SAM system and navigate through the many opportunities, using the sector codes of interest. Considering that the public tenders are often related in general to the construction sector, she suggested to enter in contact with the building companies, acting as Prime Contractors in the public tendering, with which they can cooperate as subcontractors.



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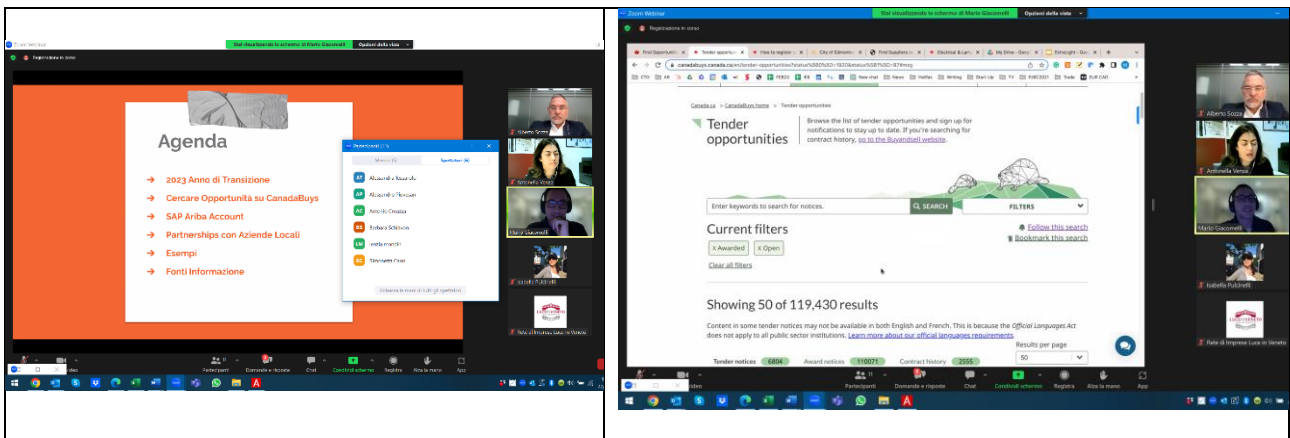


After Ms Pulcinelli, **Dr MARIO GIACOMELLI** presented the opportunities related to the Canadian market.

He focused on the registration of the SMEs in the CanadaBuys system as first step to participate in the public tenders and navigating in the different opportunities offered by the local Public Authorities.

He explained and showcased several examples of public tenders which address the lighting sector: lighting products and services, at different level provincial and federal.

A step-by-step tender access process was discussed, identifying all the potential difficulties and burdens, both at administrative, economic and geographical proximity level, that the European SMEs should be aware of while considering to take part in the government tendering.





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2. Bidding Simulation Workroom – Building Innovation Cluster

Building Innovation Cluster
884 followers
2w • 🌐

🌐 Japan ist ein großer und attraktiver Markt für viele Unternehmen, und die Teilnahme an öffentlichen Ausschreibungen ist da keine Ausnahme. Allerdings unterscheidet sich **#Japan** auch sehr stark von der westlichen Welt, so dass ...see more

[See translation](#)



WORKSHOP: DOING BUSINESS IN JAPAN – EIN VERGLEICH ZUM WESTEN
mailworx.marketingsuite.info • 2 min read

On **19.04.2023** BIC cluster organized a hybrid bidding workshop in Linz for its member lighting and furniture SMEs to address the public procurement in Japan. Following the BIC cluster report after the EXTRA LIGHT mission in Tokyo in the end of February 2023, several SMEs expressed their interest in learning more about the Japanese market opportunities, and the tendering aspects to evaluate if it might become a potential target country for their future business operations.

Japan is a large and attractive market for many companies, and participating in public tenders is no exception. However, Japan is also very different from the Western world, so understanding Japanese culture is critical for any company looking to do business in the country. For those who know what to do and what not to do in Japanese business, how to build connections, and what challenges to overcome, there are tremendous opportunities.

That's why the Building Innovation Cluster strongly promoted this EXTRA LIGHT workshop among its members, together with Kathryn Read, international sales and marketing consultant and proven Asia expert. With the aim of bringing closer this seemingly distant country, which is full of opportunities for Austrian SMEs, especially for participation in public tenders. During the workshop, participants learnt everything necessary about the culture, the possibilities of participating in public tenders and the whole process in the step-by-step approach enriched with concrete examples and success stories.

19.04.2023 15:00 – 17:00 Workroom Agenda:

- General Dos & Don'ts in Japanese Business
- Public tendering in Japan vs. the USA & Canada





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- Evaluation of tender: is this opportunity suitable for my company?
- Challenges for foreign suppliers
- Establishing relationships - how do I build the right partnerships in the market?
- Tender process - participation process

Speaker:

Kathryn Read is an international sales and marketing consultant with over 25 years of experience developing niche products in emerging markets, partner at Uniconsult-Wick & Partner Consulting. She helps small and medium sized businesses overcome international barriers and help people become successful entrepreneurs and a thriving global marketplace.

Format: hybrid events, in presence and via MS platform

Participants: 9 Austrian furniture SMEs: Export Center OÖ, Moving UP, SeiConsulting gmbH, cargo-partner GmbH, Blaha Sitz- u. Büromöbel Industrieges.mbH, THK GmbH, tomasini formung, Bernd Tomas.

The participants consented to the dissemination of their company data.





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3. Bidding Simulation Workroom – Cluster Lumière



Atelier Extralight : Comment rédiger une offre publique réussie avec des exercices pratiques sur des procédures d'appel d'offres spécifiques ?

Lundi 20 février, 14h-16h

Cluster Lumière organised its local bidding simulation workroom online on **20.02.2023** with support of external market and public procurement experts, and it covered mainly the US and Canada tendering procedures, with a small focus also on the Japanese government procurement.

Format: online workshop

Experts:

Yann Jadis, A Bilingual International Business Development Expert with 20 years' experience in supporting European companies in their development in Canada: Strategic business consulting, business development, market access, incorporation, M&A.

GoExport Consulting - GoExport contributes in SMEs' growth by commercializing their goods and services on international markets. It offers a wide range of services from diagnosis to implementation, including advisory in public procurement processes in several countries with particular focus on the USA and Canada.

Participants: 6 French lighting SMEs. Only 3 of 6 SMEs consented to the dissemination of their company data: Lumenradio, Metereal, Woodlight.





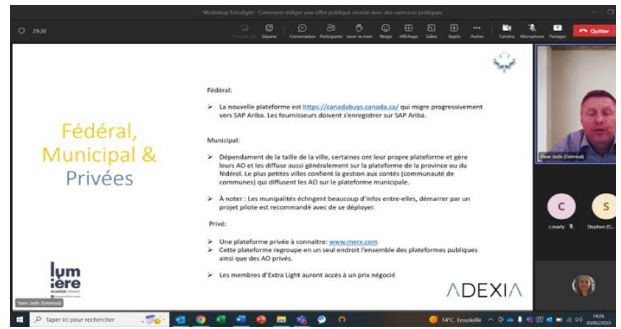
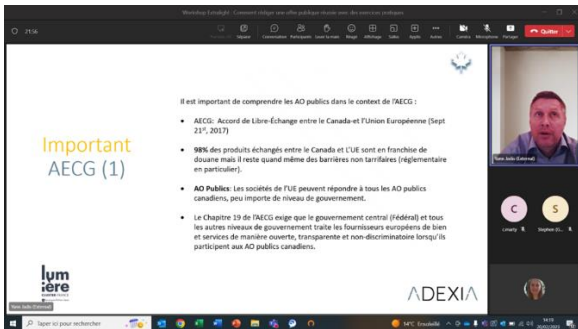
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20.02.2023 14:00 – 16:00 AGENDA - topics discussed:

- ✓ Outlook of public procurement opportunities for French SMEs, rules and requirements in the USA, Canada and Japan
- ✓ How to write a successful public bid - with exercises on specific tender procedures from the US and Canada
- ✓ The different tenders/bidding platforms and how to register/access them



MÉTHODOLOGIE

- Cette étude comprend :
- ✓ Une analyse de l'information secondaire
 - ✓ Une analyse d'études spécialisées
 - ✓ Une recherche approfondie sur le marché
- Sam.gov
 - U.S Small Business Administration
 - NIGP
 - American Bar Association
 - US Chamber
 - GovWin
 - DemandStar
 - Partecipe
 - BidPath
 - Jetro
 - Whitehouse.gov
 - Avenir
 - BidPrime
 - BidNet
 - Tenders On Time

LES APPELS D'OFFRES AUX ETATS-UNIS

Les appels d'offres aux États-Unis peuvent varier en fonction du type d'appel d'offres et de l'organisme émetteur. Aux États-Unis, les appels d'offres peuvent être lancés par les organismes publics ou les entreprises privées.

Dans le cas d'un appel d'offres public, les gouvernements fédéraux et locaux ou les organismes publics ont des procédures strictes pour garantir une équité et une transparence. Les appels d'offres sont publiés sur des sites internet gouvernementaux (GSA, FedBizOpps...) et dans les journaux d'annonces légales.

Le processus d'appel d'offres dans le privé est généralement moins formel que celui du public. Les entreprises privées peuvent contacter directement des fournisseurs ou publier des demandes d'offres sur les sites web privés généralement payants (pas de possibilité de publier sur les sites gouvernementaux).

EXEMPLE DE PLATEFORMES

Tenders On Time : la plus grande base de données d'appels d'offres, de marchés publics électroniques, de demandes de propositions, d'appels d'offres mondiaux, d'appels d'offres ouverts et de marchés publics. Création de profils pour recevoir les alertes et les appels d'offres qui leur correspondent et par la suite envoyer directement les propositions aux acheteurs.

ONE COUNTRY	ONE REGION	GLOBAL BASIC	GLOBAL PREMIUM	GLOBAL PLATINUM
<ul style="list-style-type: none"> Region: Any One Country Number of Accounts: 1 Number of Accounts: 2 Number of Accounts: 3 Number of Accounts: 4 Number of Accounts: 5 Number of Accounts: 6 Number of Accounts: 7 Number of Accounts: 8 Number of Accounts: 9 Number of Accounts: 10 Number of Accounts: 15 Number of Accounts: 20 Number of Accounts: 25 Number of Accounts: 30 Number of Accounts: 35 Number of Accounts: 40 Number of Accounts: 45 Number of Accounts: 50 Number of Accounts: 55 Number of Accounts: 60 Number of Accounts: 65 Number of Accounts: 70 Number of Accounts: 75 Number of Accounts: 80 Number of Accounts: 85 Number of Accounts: 90 Number of Accounts: 95 Number of Accounts: 100 	<ul style="list-style-type: none"> Region: Any One Country Number of Accounts: 1 Number of Accounts: 2 Number of Accounts: 3 Number of Accounts: 4 Number of Accounts: 5 Number of Accounts: 6 Number of Accounts: 7 Number of Accounts: 8 Number of Accounts: 9 Number of Accounts: 10 Number of Accounts: 15 Number of Accounts: 20 Number of Accounts: 25 Number of Accounts: 30 Number of Accounts: 35 Number of Accounts: 40 Number of Accounts: 45 Number of Accounts: 50 Number of Accounts: 55 Number of Accounts: 60 Number of Accounts: 65 Number of Accounts: 70 Number of Accounts: 75 Number of Accounts: 80 Number of Accounts: 85 Number of Accounts: 90 Number of Accounts: 95 Number of Accounts: 100 	<ul style="list-style-type: none"> Region: Multiple Regions Number of Accounts: 1 Number of Accounts: 2 Number of Accounts: 3 Number of Accounts: 4 Number of Accounts: 5 Number of Accounts: 6 Number of Accounts: 7 Number of Accounts: 8 Number of Accounts: 9 Number of Accounts: 10 Number of Accounts: 15 Number of Accounts: 20 Number of Accounts: 25 Number of Accounts: 30 Number of Accounts: 35 Number of Accounts: 40 Number of Accounts: 45 Number of Accounts: 50 Number of Accounts: 55 Number of Accounts: 60 Number of Accounts: 65 Number of Accounts: 70 Number of Accounts: 75 Number of Accounts: 80 Number of Accounts: 85 Number of Accounts: 90 Number of Accounts: 95 Number of Accounts: 100 	<ul style="list-style-type: none"> Region: Multiple Regions Number of Accounts: 1 Number of Accounts: 2 Number of Accounts: 3 Number of Accounts: 4 Number of Accounts: 5 Number of Accounts: 6 Number of Accounts: 7 Number of Accounts: 8 Number of Accounts: 9 Number of Accounts: 10 Number of Accounts: 15 Number of Accounts: 20 Number of Accounts: 25 Number of Accounts: 30 Number of Accounts: 35 Number of Accounts: 40 Number of Accounts: 45 Number of Accounts: 50 Number of Accounts: 55 Number of Accounts: 60 Number of Accounts: 65 Number of Accounts: 70 Number of Accounts: 75 Number of Accounts: 80 Number of Accounts: 85 Number of Accounts: 90 Number of Accounts: 95 Number of Accounts: 100 	

PROCESSUS

Le processus des appels d'offres aux États-Unis implique les étapes suivantes :



LES APPELS D'OFFRES

Au Japon, les appels d'offres suivent généralement un processus très formel et exigeant en termes de documentation et de procédures à suivre, les contrats publics (Public Contracts Act) sont réglementés par la loi.

Les entreprises étrangères peuvent rencontrer des difficultés supplémentaires en raison de la barrière de la langue et de la culture, ainsi que la nécessité de respecter les exigences locales en matière de réglementation et de conformité.

Les plateformes d'appel d'offres sont utilisées au Japon pour faciliter le processus d'appel d'offres dans les marchés publics et privés, elles sont simplifiées avec les outils tels que les modèles de proposition, les guides, les rappels, etc.

Les plateformes d'appel d'offres permettent aux entreprises de soumissionner pour des projets dans tout le pays, sans avoir besoin de se déplacer.

Les résultats sont généralement publiés en ligne.

Processus

Voici le processus typique d'un appel d'offres au Japon :

- Publication de l'appel d'offres : Les organismes publics ou les entreprises privées publient une annonce, généralement dans les journaux ou sites internet dédiés (JapanTender), en incluant des informations sur les spécifications techniques, les délais, les exigences du projet ainsi que les critères d'évaluation.
- Préqualification des soumissionnaires : les entreprises doivent s'inscrire en renseignant leurs informations, leurs capacités, expériences, ressources.
- Soumission des offres : les entreprises qualifiées soumettent une offre détaillée.
- Évaluation des offres : Les offres sont évaluées selon en fonction des critères d'évaluation énoncés dans l'appel d'offres.
- Attribution du contrat : Le contrat est attribué à l'entreprise qui a soumis l'offre la plus avantageuse.



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4. Bidding Simulation Workroom – CICAT

The originally planned Bidding Simulation Workroom of the CICAT cluster with the Catalonia Trade & Investment Offices (ACCIÓ) and its office in Washington, US has been cancelled by ACCIÓ due to the internal reorganisation reasons of their American office and the unavailability of staff with necessary expertise in this period.

For this reason, CICAT cluster collected the main interests of its associated SMEs in the public procurement field, and defined the interactive upskilling workshop addressing the Building Information Modelling (BIM) technology in the public procurement processes, collaboration with thematic experts MSI Digital Builders¹, BuildingSmart Spanish Chapter² and TECNALIA Research & Innovation centre.

Date and Time: October 5th, 2023 10:00-12:00h (GMT+2)

Format: Hybrid workshop at the CICAT premises

Agenda:

10:00 – 10:10	Welcome and Short presentation of EXTRALIGHT project and its business support measures in the frame of public procurement in the USA, Canada and Japan Andrea Padré – Cluster Manager CICAT
10:10 – 10:50	Building Information Modelling: Implications and Opportunities in Public Procurement Salvador Bohigas, CEO at MSI Digital Builders
10:50 – 11:20	BIM in the USA and Canada public tenders <ul style="list-style-type: none"> ✓ Examples of specific tenders and the related bidding procedures using the BIM technology <ul style="list-style-type: none"> ○ US federal procurement 3D-4D-BIM Program for public procurement ○ Canada BIM and Computer Aided Design and Drafting (CADD) components of public tendering
11:20 – 12:00	Round table "BIM: Implications and opportunities". With active participation and interventions by attendees and roundtable speakers. Salvador Bohigas, CEO at MSI Digital Builders. Jose Manuel Olaizola, Head of the Construction Digitalization and Automation platform. TECNALIA Research & Innovation Ana Perez, Director and Co-Founder Ingenium

¹ Spanish Company expert in BIM Management services, BIM Implementation and BIM modelling

² BuildingSMART Spain is a non-profit association whose main objective is to promote efficiency in the construction sector through the use of open interoperability standards on BIM (Building Information Modelling) to reach new levels in cost reduction and execution times. and increased quality.





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Session Content:

Within the framework of its cluster's Smart Buildings Working Group, CICAT organizes a specific upskilling workshop for its lighting SMEs with the aim of learning about the Building Information Modelling (BIM) in public procurement, with particular focus on the USA and Canada markets as well as the domestic provisions, its implications and opportunities for companies. Introduction of the BIM seeks innovation in the construction sector by linking the public administration with private entities through the BIM methodology. The weaknesses, strengths, threats and opportunities will be analysed as well as its assets to facilitate the design, construction and operation processes of the asset and provide a reliable basis for decision making.

The origins of BIM technology can arguably be traced back to the United States. The fundamental concepts underpinning modern BIM software find their roots in a prototype developed in 1975 by Charles Eastman, a professor at Carnegie-Mellon University. In the subsequent decades, numerous software companies, both in the United States and internationally, embarked on the development of BIM software solutions.

As early as 2003, the General Services Administration (GSA), responsible for federal government procurement, initiated its National 3D-4D-BIM Program. This program mandated the utilization of BIM for a wide range of public building projects. Since that time, various states, federal agencies, cities, and organizations within the United States have either mandated or strongly encouraged the adoption of BIM technology. In Canada the introduction of the BIM programme is made in the frame of the Computer Aided Design and Drafting (CADD), an integral component of information management for Public Services and Procurement Canada (PSPC). These developments highlight the increasing recognition of BIM's benefits in terms of project efficiency, collaboration, and data management, prompting its widespread adoption and integration into various facets of the construction and public procurement processes in the United States.

The target audience – Spanish/Catalan lighting SMEs members of the CICAT Cluster.

