

WORKSHOP

Winning international service tenders: business development and project offer writing

Zagreb, 4-6 December 2017

OBJECTIVES

Tenders published by the international institutions, such as EC, WB, UN, EBRD, are appealing business opportunities for local companies. The aim of this course is to help business development and project management decisions of the companies and organisations operating or wishing to access the international public procurement market for all types of services to:

- ✓ develop a business strategy to succeed in public tenders for services contracts
- ✓ find and negotiate with local and international partners
- ✓ prepare technical proposals
- ✓ formulate competitive project budgets
- ✓ build strong project teams.

TOPICS COVERED

Day 1 – 8.30-17.00

Setting your business development strategy

Spotting tenders and finding partners

Building or joining a winning consortium

Promoting your company

Day 2 – 8.30-17.00

Understanding the Terms of Reference

Writing a technical proposal

Day 3 – 8.30-16.00

Building a winning team

Preparing a financial proposal

Lunch break 12-13.00; coffee breaks 10-10.30 and 15-15.30

TARGET GROUP

The course is addressed to companies, other public and private organisations and consultants. The training is practical and interactive. Each participant will get a certificate of completion.

TRAINERS



Alessandra Merlo is an independent consultant and trainer, with a degree in Political Sciences and an MSc in Public Policy and Management. Her experience includes almost 20 years of design and management of EU and World Bank cooperation projects in development and transition countries (conception, strategy design, tender preparation, project implementation, work planning, monitoring, quality control, reporting, contractual and financial aspects). Ms Merlo has a longstanding experience as trainer in project design and management for a variety of target groups from private and public organisations. She has already worked in Croatia and in other countries of the region in the framework of the EU accession projects.



Mihaela Grubišić Šeba is an independent consultant, with a doctoral degree in Economics/Business Finance and CFA charter. She has rich experience in the consulting, research, and banking sector. In 16+ years of her career she has been working on about 40 projects for the clients from the public and private sector, including the international organisations. Ms Grubišić Šeba is primarily active as a financial expert and she is also engaged in project evaluations, preparing project proposals for EU funding, preparing and giving tailor-made trainings and lectures, and project management. She recently became Assortis country director in Croatia, a Brussels-based market intelligence company, that supports international organisations' public procurement market.

LOCATION

Kongresni centar FORUM Zagreb, Radnička cesta 50, centar Green Gold

FEES

4.500,00 HRK (until November 22, 2017)

4.900,00 HRK (from November 23, 2017 thereon)

Daily lunch, coffee and refreshments are included in the tuition fee.
In addition, all participants get 1 month free access to Assortis market intelligence platform.

REGISTRATION

Registrations are received at: mihaela@assortis.com / +385 99 66 31 333

The number of participants is limited to 20.