



Improve Service Level and Increase Service Depth - The Basis to Establish a Mutual Trust Partnership System between Bidding Agencies and Clients

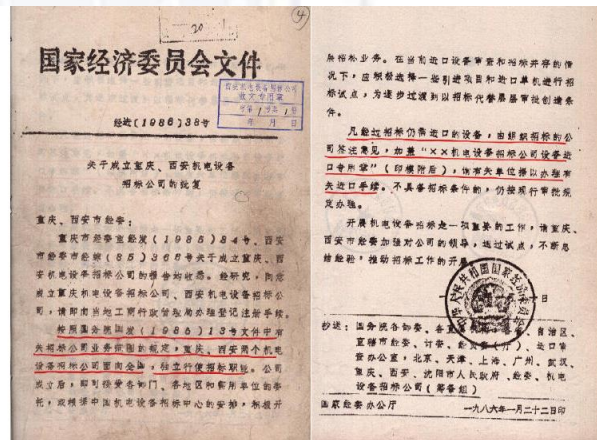
Northwest (Shaanxi) International Tendering Company
General Manager: Mr Ge Naixi



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The introduction of China's bidding method to process procurement for investment projects, started from the World Bank and the Asian Development Bank projects. The initial bidding management system's fundamentals were also derived from the WB and ADB. In a manner of speaking, the establishment of China's bidding system was directly propelled forward by the WB and ADB projects.



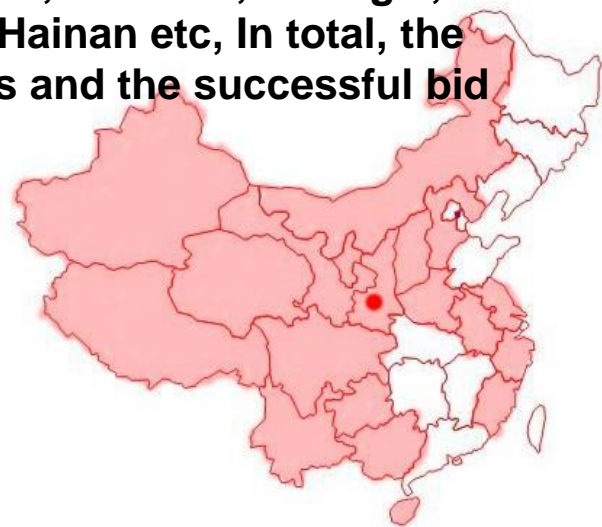
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Northwest International Tendering Company has been engaged in the WB sponsored domestic bidding projects, major state health projects----Health III, Health IV, Health VI, Health VII, Health VIII, Health XI; education projects in poverty-stricken areas; agricultural development projects as well as Animal Husbandry Development Projects etc, projects related to 20 provinces namely: Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang, Shanxi, Inner Mongolia, Hebei, Henan, Sichuan, Chongqing, Yunnan, Guizhou, Guangxi, Anhui, Fujian, Jiangsu, Zhejiang, Xizang, Hainan etc, In total, the company facilitated over 100 bid openings and the successful bid sum reached RMB 700 million.





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The WB's project bidding management is scientific, human and effective. Guarantees bidding fairness, public and righteousness and at the same time respects the rational needs of clients, if the client lacks integrity, they will forfeit a serious commercial credit loss.

The bidding agency, through professional and considerate service makes the client feel satisfied and in the meanwhile also feels a corresponding sense of accomplishment.

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In China, we continue to reference from the WB and ADB's bidding management system, to gradually form our bidding system with its own Chinese characteristics. It is proved that introducing the bidding system to investment projects vastly enhances returns on investment and facilitates fairness, public and righteousness in market competition, which spurs forward the development of the market economy.



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As one of China's earliest established bidding agencies, Northwest International Tendering Company, witnessed the overall process of China's tendering development.

Following China's rapid tendering development, the company also experienced a similar growth process from small to big, and maintaining strength throughout. The relationship between the client and us also developed step by step from a purely administrative, government policy-driven relationship to a long term and cooperative win-win relationship.



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In the beginning, most of our clients were allocated by the government.

At that time, bidding had two characteristics:

Firstly, the government used bidding as an administrative process to introduce equipment and project management and therefore bidding became a purely administrative action.

Secondly, the bidding agencies lacked service awareness.

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Following the in-depth economic system reform, the continuous development of the market economy urgently requires reformation of the bidding agency's system.

We gradually established our operating concepts which are, “regulated service”, “quality first”, “trustworthy service”, “mutual development”, “striving for excellence” and “leader in the northwest”. We have accomplished the following work:



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Firstly - “regulated service”

Since 2002, a huge effort has been put into the basic management work and establishing a management system, which focuses on quality management.





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Secondly - “quality is our life”

1. Established the concept motto of “quality is our life”;
2. Ensured every March is the quality analysis month of the year and to concentrate on rectifying service quality;
3. Established case studies and analysis among staff;
4. Established a system of rewards and penalties;
5. Consolidated staff business training;
6. Enhanced the work ethics of staff and education.





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Thirdly - strengthen the service consciousness

1. Changing the employee's identity
2. Setup a salary appraisal system to reward staff according to their quality of work and service provided;
3. Setup a customer service satisfaction survey.

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After so many years of the previously mentioned quality control and service orientated systems, we have greatly benefited in the following:

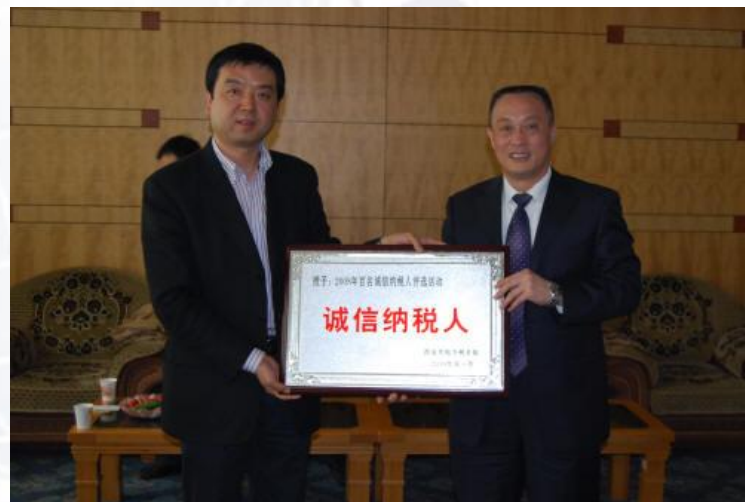
1. The company's tendering business has experienced a rapid development;
2. Accumulated a group of loyal and blue-chip clients;
3. Within the regional competition, the company maintains a relatively high service charge;



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We believe establishing a long and steady, cooperative and win-win relationship with our client is the most important factor. Therefore we will need to focus on the following work:



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A. Improve professionalism and enhance service ability

1. Continuously improve staff's knowledge on bidding laws and regulations, and relevant professional knowledge, with flexible implementation;
2. In order to provide clients with professional bidding plans and suggestions by considering the clients' project practicality, we must accumulate a richful experience in bidding;
3. We must have a strong ability to react to unexpected events during the bidding process.



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B. Respect clients core interests

1. We should respect the clients requirements and provide a good service to the client within the lawful rights.
2. Respecting clients, trusting clients and providing service to clients are the basic duties required from us. It is also the basic condition for establishing a cooperative and win-win relationship with clients.



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C. Improving in-depth service and expanding the scope of services.

Improve in-depth service:

1. Enhance procurement related technical consultation service level for the client;
2. Improve the bidding consulting service relevant to the cost of construction.

Expanding the scope of services:

1. The key point is to transform bidding agencies into project management companies.
2. This will suit the market economy in order to fulfill the economic market and developed country's traditions.



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Doing a good job on these 3 aspects is the basis to establish long-term, mutual trust and cooperative relationships between bidding agencies and clients. Of course, there are many other works that need to be done apart from those mentioned. We believe that we can establish an optimum and cooperative relationship with clients by insisting on quality of work. We can develop the bidding business to be bigger and stronger and propel forward China's bidding industry.

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Ladies and gentlemen, in the west region of China including Shaanxi Province, because of historic and natural factors, economic development is below the average for China. We sincerely hope that the ADB could promote more business in the west of China. We strongly wish for the Northwest International Tendering Company to offer their services to the ADB projects in the west region through the company's many years work experience having dealt with the WB projects.

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Thank you to:

Thank you to the seminar organizer for inviting me to attend the “Public Procurement Tendering Agency International Seminar” and for the opportunity to speak today.

Thank you to the Asian Development Bank officials, China Bidding Association leaders, Government Departmental leaders for your support.