



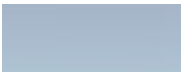
Market Orientation and Service Capability of Tendering Agent

China Tendering & Bidding Association Li Xiaolin



Market Orientation Analysis on Tendering Agent Sector

- ❖ Set up concept to serve for tendering company
- ❖ Expand service scope
- ❖ Extend service supply chain
- ❖ Expand procurement measures
- ❖ Correctly select market positioning and development target
- ❖ difficulties and persistency during transformation
- ❖ Fully improve service capability



Current Scenario of Tendering Agent Sector

- Previous positioning: government affiliated institute, administrative supervision, balance-off tendering company
- Current scenario: According to civil authorized commitment scope, provide legally tendering procurement agent service.
- Existing issues: Legal ground, natural ability and external condition are changing, while old awareness still affects.
- Severe consequence: Lack of awareness transformation, resistance of tendering company, misunderstanding and disappointment of supervision institute and bidder, maglinant competition.



Set up new concept to serve for tendering company

- Set up core concept to provide overall and broad service to tendering company.
- Transform and innovate operation management system of agent, improve service procedure and style, optimize service resource and enhance service capability.
- uphold the legal compliance and integrity of the enterprises and followers, maintain the value and vocational self-discipline responsibility of other market and social public interests.



Expand service scope

- Expand from traditional industry to emerging industry
- Expand from sole tendering business to relevant professional services
- Expand from mandatory tendering to voluntary tendering
- Expand from national rule to international rule



Extend service supply chain

- Sole tendering procurement service shall be extended and supplemented to both up-stream and down-stream sectors, till corporate supply chain or whole process project management services.



Expand procurement measures

- Sole tendering shall be expanded to multiple procurement measures like competitive negotiation and inquiry.
- One-time procurement agent shall be expanded to government & corporate centralized procurement agent.
- Conventional paper tendering procurement shall be developed into electronic tendering procurement.



Correctly select market positioning and development target

- The diversification of tendering procurement market demand has determined the diversification of tendering agent development.
- low level service with simple agent procedures shall be changed, and service scope shall be actively expanded.
- tedious operation mode and development route of all agents should be avoided
- Homogeneous whole process project management consulting service mode should not be blindly pursued.



Correctly select market positioning and development target

- Regard tendering procurement agent as service core, and future enhance standardization, economy, technology and system level of tendering agent services
- make full use of resource advantages select differential development path.
- select a key sector or specialty to do it perfectly with unique characteristics.
- Select multiple sector to be big, strong and comprehensive.
- Stick to tendering procurement agent service, or transform to enterprise or project whole process management & consulting services.



Difficulties and persistency during transformation

- there must be some difficulties and cost demanding at the early stage of service expanding. Moreover, market admission takes time, and service gains could hardly increase accordingly.
- It not only requires understanding and support from the whole industry and enterprises, but also firm and sustainable strategic target set up by tendering agent, so that penny-wise and pound foolish could be avoided.



Improve overall service capability

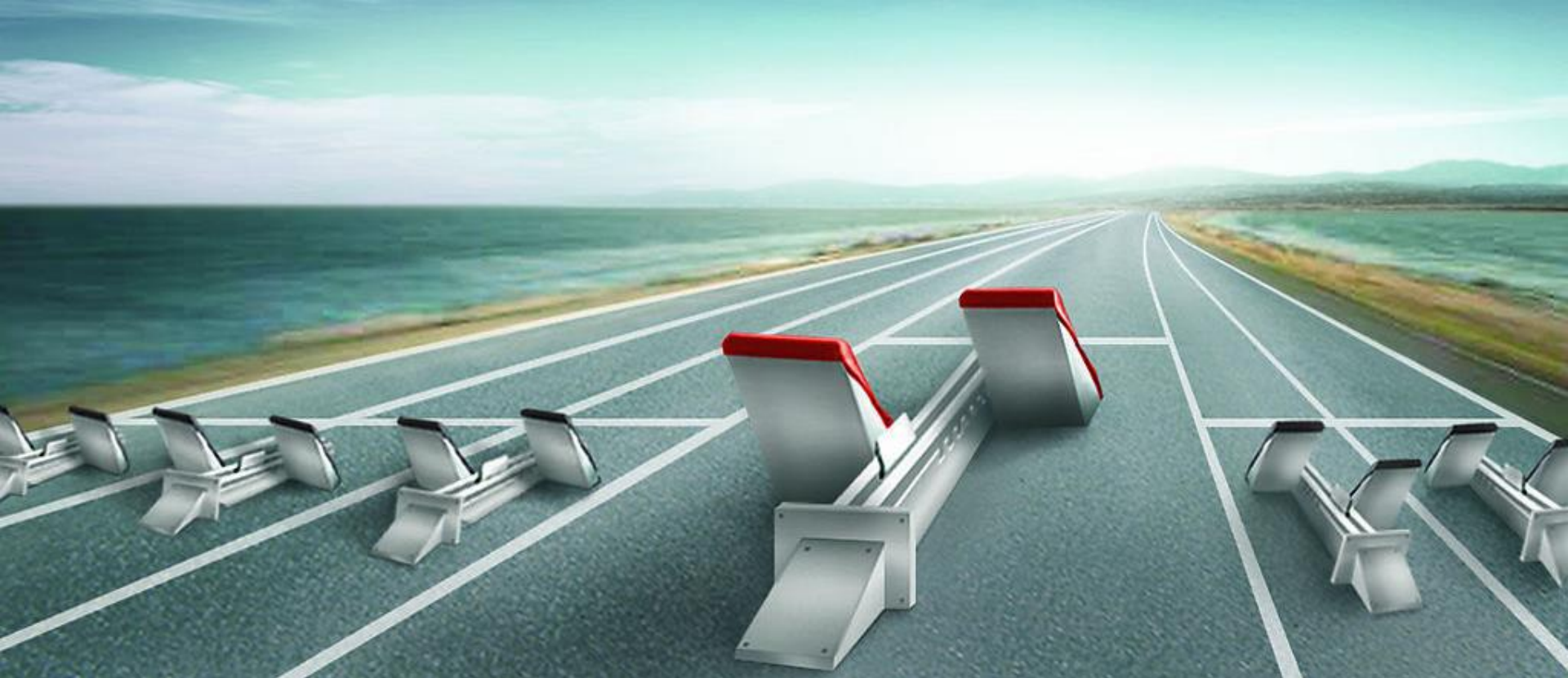
- Pay close attention to theoretical achievements of tendering procurement, national law & policy, dynamic trend of both domestic & international market element, technology management scenario and demand within industry and discipline.
- Fully analyse the characteristics of tendering procurement project and procurement demand, legally and scientifically plan, assess and optimize project procurement proposal and contract management proposal.
- Make use of long accumulated professional tendering procurement capability to provide relevant consulting services for enterprises and all stages of project management.
- Evaluated bidders' competitiveness.



Key Factors for Tendering Agent to Transform and Upgrade

- The society shall objectively recognize and evaluate the function of tendering agent.
- Complete the Tendering Agency Qualification Management, and Perfect Integrity and Self-discipline System in Tendering Agent.
- Select the best tendering agent, and eliminate market segmentation barrier in all forms.
- Fully Implement Tendering Procurement Vocational Qualification System.
- Complete the Price Policy and its Service Charging Standard.
- Give Full Play to the Tendering Procurement Informatization and Standardization.

Thank you !



Market Orientation and Service Capability of Tendering Agent

China Tendering & Bidding Association Li Xiaolin