



ΣΥΜΠΡΑΞΗ
ΕΠΙΧΕΙΡΗΜΑΤΙΚΗΣ
ΕΞΩΣΤΡΕΦΕΙΑΣ

Μία Παγκόσμια Αγορά στην Ελλάδα

Υπουργείο Εξωτερικών
Ειδική Γραμματεία Αξιοποίησης
Διεθνών Προγραμμάτων

Ηνωμένα
Έθνη



Ministry of Foreign Affairs
Greece in the World

UN Global Market Place

Why Doing Business with the United Nations matters?

The opportunities that Greek businesses should take advantage of

Athens, June 2009

1. Why should Greek companies be interested in the UN market?

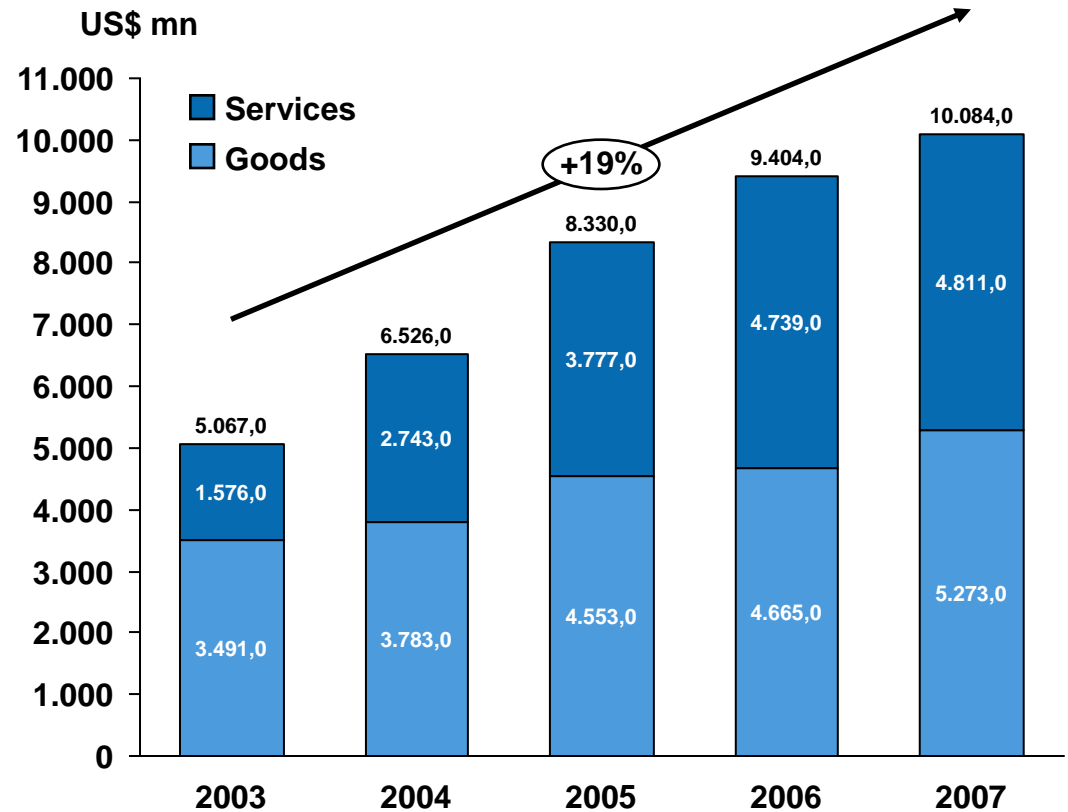
a) The UN represents a global market of over US\$10bn annually for all types of goods and services

Key Facts

- Very large market - worth a total of around US\$10bn in 2007
- Average annual growth of around 20%
- Market split almost equally between goods & services
- One integrated UN global market place where the needs of all UN organizations are publicized e.g.

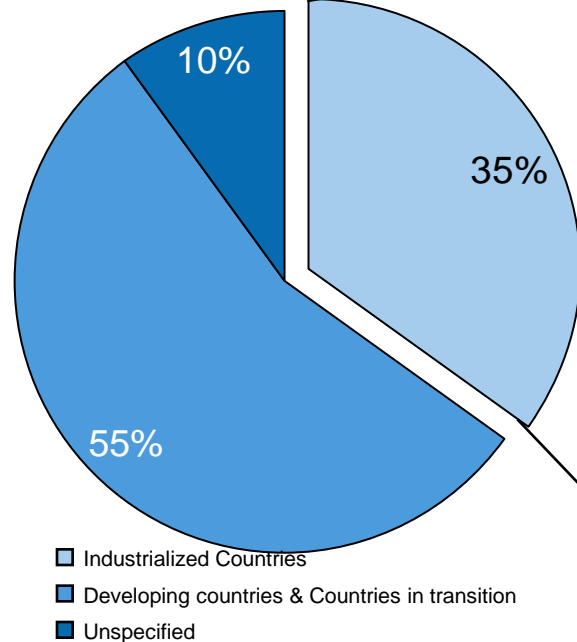


Total Procurement of Goods & Services (2003 – 2007)

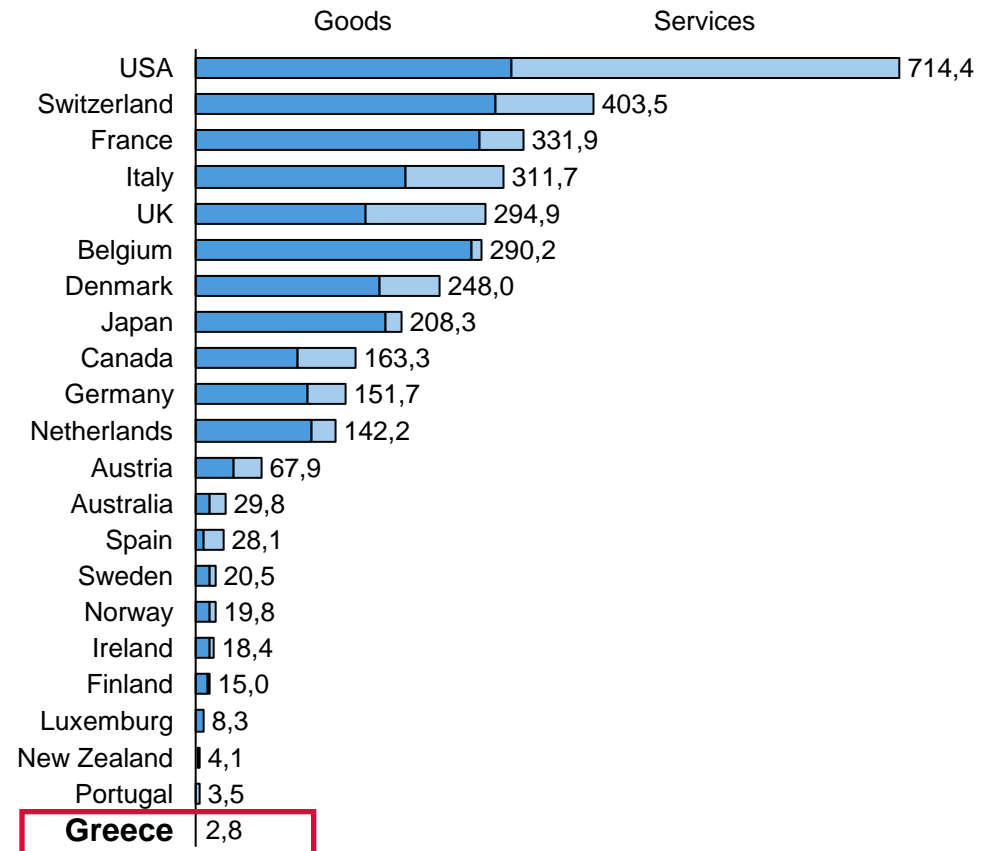


1. Why should Greek companies be interested in the UN market?

b) There is significant potential for increasing Greek companies' share in this market: Industrialized countries supplied around 35% of this demand in 2007 – with Greek companies though having the lowest share of the market



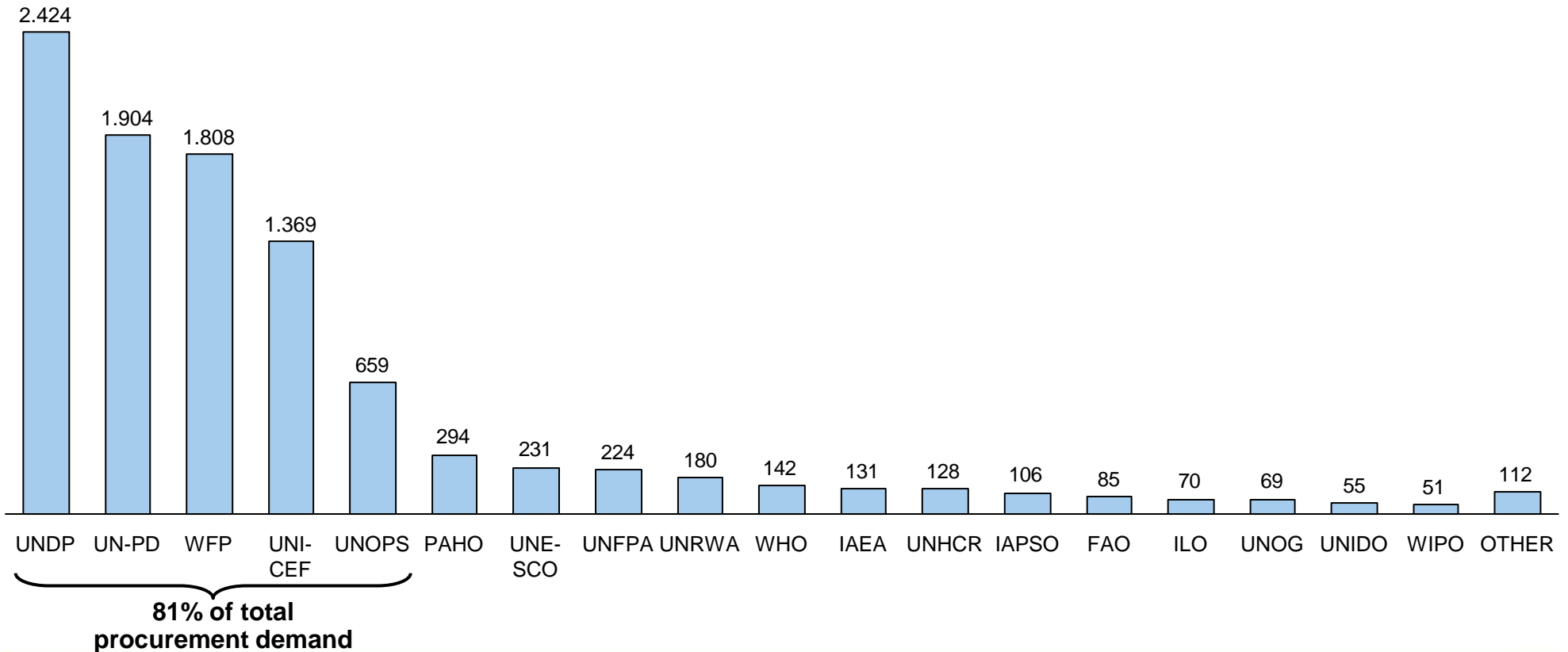
Total Procurement values in \$million (2007)



2. Where to focus?

UN procurement is driven by the various needs of the UN agencies – 5 agencies cover ~80% of the total procurement demand

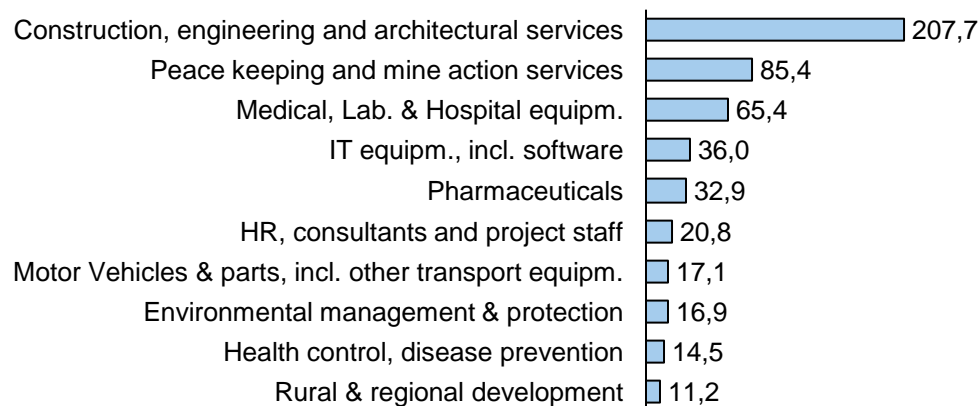
2007 Procurement Demand by UN Agency (\$m)



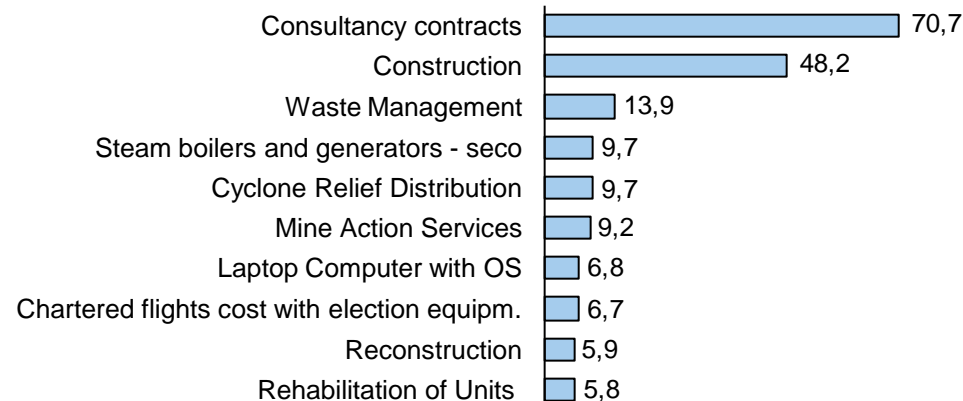
2a. Procurement value (\$m) of top-10 products & services per major UN agency in 2007 (1/2)



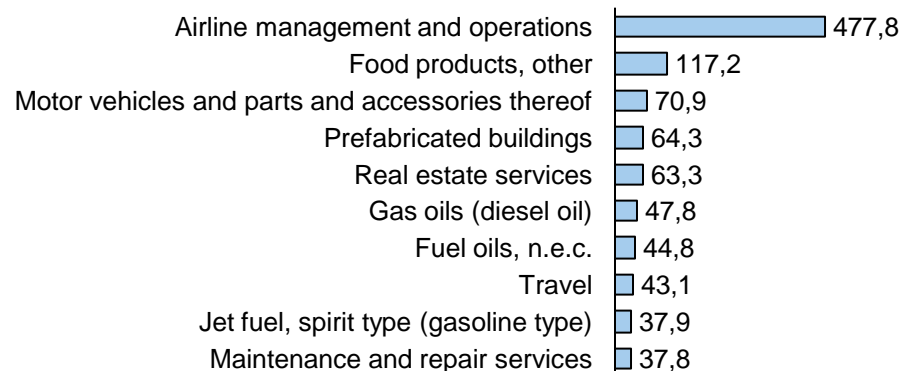
UN-OPS: peace-building, humanitarian and development operations



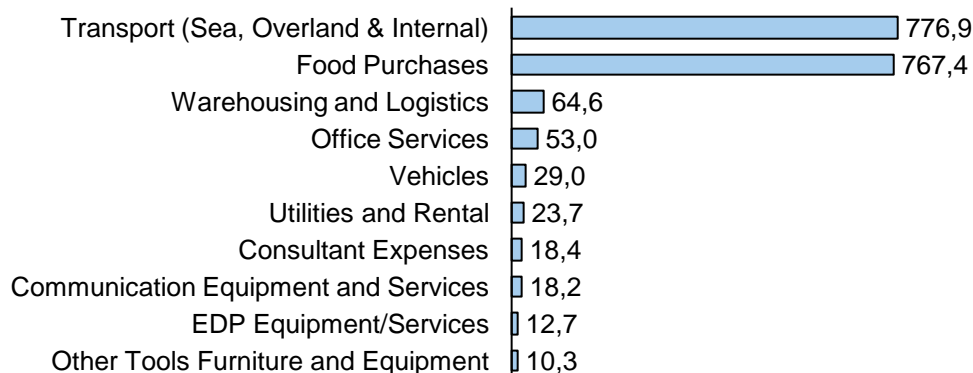
UN-DP: committed to help people build a better life



UN-PD: quality expert procurement services and business advice



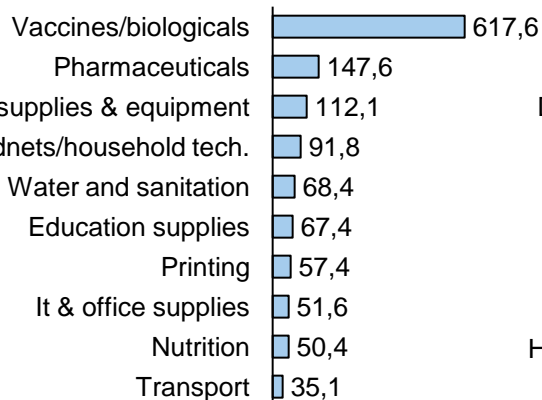
WFP: Fight hunger worldwide



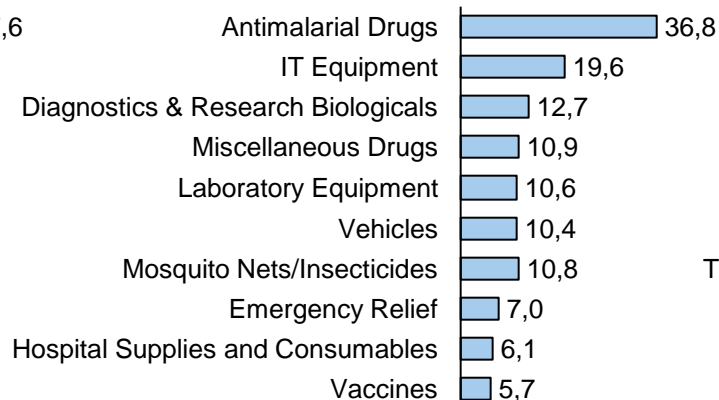
2b. Procurement value (\$m) of top-10 products & services per major UN agency in 2007 (2/2)



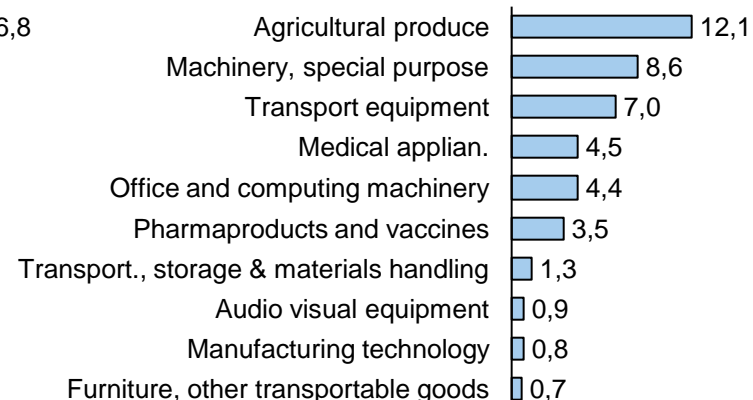
UNICEF: unite for children and women



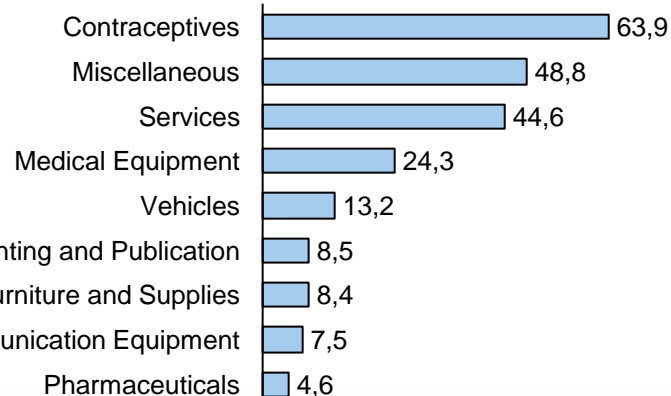
WHO: working for health



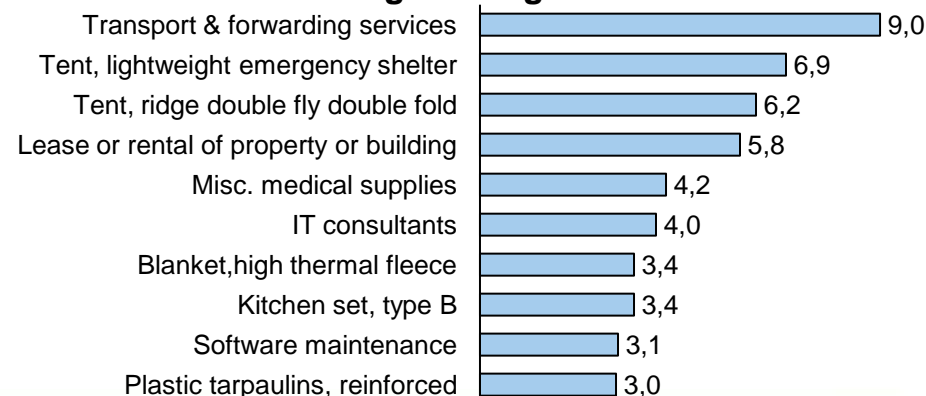
FAO: achieving food and security for all



UNFPA: promotes the right of humans to enjoy a life of health and equal opportunity



UNHCR: safeguards the rights and well-being of refugees



3. What's the process?

a) The UN is a universal system that has a wide variety of needs. The majority of UN procurements is published on the UN Global Marketplace.



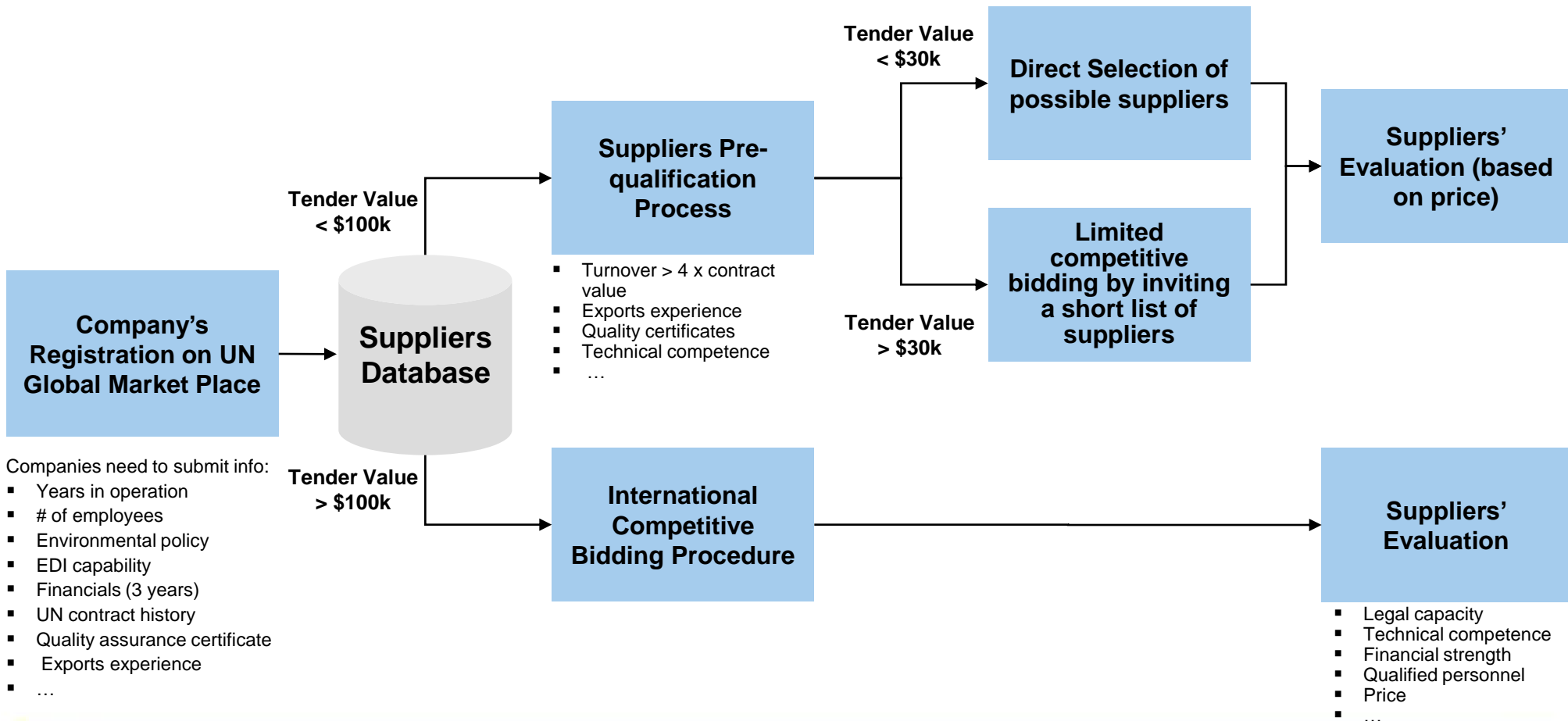
- Organizations/ Agencies of the UN system are committed to promote economic development, social development and environmental protection through **sustainable procurement** ¹
- The **United Nations Global Marketplace** - UNGM - is the procurement portal of the UN System: it brings together UN procurement staff and the supplier community (www.unqm.org)
 - The UNGM acts as a single window, through which potential suppliers may register with the UN Agencies. The UNGM serves as their supplier roster
 - Potential suppliers are strongly urged to register with the UNGM. For some agencies registration is mandatory.

Note ¹: Procurement is called sustainable when an organisation uses its own buying power to give a signal to the market in favour of sustainability, basing its purchasing decisions on economic, environmental, and social considerations.

3. What's the process?

b) Products and services are procured through a pre-defined process; the suppliers' evaluation criteria though are usually RFP specific

Illustrative UN Procurement Process



4. Do Greek companies have the potential to enter this market?

Yes, since...

- The products and services offered by the majority of Greek companies can successfully match the UN demand, since the key Greek sectors represent some of the highest size and growth sectors of the UN market
- In a recent study conducted by the Ministry of Foreign Affairs, a significant amount of Greek companies were assessed as competitive at a global level, as well as strong to grow further, ensuring high quality of services at a competitive cost
- A significant amount of Greek companies are export oriented

5. What is missing then...?

Three key ingredients:

1. **Access to information:** on-time information about UN procurements that match each company's products/services
2. **Training on the procurement process** of the United Nations: how to fill out the company profile and develop proposal to a specific bid
3. **Networking opportunities:** meet the UN procurement officials and establish direct access to them

6. For that purpose the Hellenic Ministry of Foreign Affairs has undertaken an initiative to provide these missing ingredients

“Partnership for International Business: A Global Market in Greece”

- **In October**, the MFA is organizing a networking event where UN procurement officials will visit Athens for 1-1 meetings with Greek companies’ representatives
- **In July**, Greek companies will have the opportunity to learn more on How to Do Business with the UN and get prepared to make most out of the meetings with the procurement officials, through personal sessions with expert consultants specialized in UN procurement

7. Take the First Step into the Global Market

- In order for the Greek companies to prepare better for the 1-1 meetings with the UN procurement officials in October, the Ministry is organizing a **Training Seminar between July 15-17 2009**, where personal sessions with expert consultants specialized in UN procurement will take place.

Therefore, if you are interested in taking the first step into the UN Global Market:

REGISTER NOW FOR THE TRAINING SEMINAR

<http://aidfunding.mfa.gr/un/?q=user/register>

For more information about the Hellenic MFA's Initiative you can visit:

<http://aidfunding.mfa.gr/un>

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