



European Academy
for Taxes, Economics & Law

Seminar for Public Sector ICT

Public Procurement Rules for Outsourcing and Cloud Computing

How to Apply in Practice

21st and 22nd October 2013, Berlin

With experts from:

- **Head of Department, IT Technology, Ministry of the Interior of Baden-Württemberg, Germany (off duty)**
- **National Commercial Coordinator, Association of Chief Police Officers, United Kingdom**
- **Legal Service, MIME Team, European Commission**

Including Practical Workshops:

How to Proceed with ICT Procurement for Outsourcing and Cloud Computing
Preparing the Tender and Writing the Specification for ICT Solutions

Brochure

SEMINAR FOR PUBLIC SECTOR ICT

Public Procurement Rules for Outsourcing and Cloud Computing

AVOID MISTAKES WHEN PROCURING INNOVATIVE ICT SOLUTIONS

There is an increasing demand of public authorities for innovative ICT solutions for their work. Innovative ICT solutions like outsourcing and cloud services offer them many possibilities for improving efficiency and quality of public services and reducing the operating costs. However, very often, an innovative, complex and cost-intensive ICT solution is needed. Sometimes, a prototype has to be tailor-made for the authority.

RECEIVE IN-DEPTH KNOW-HOW ON ICT PUBLIC PROCUREMENT

In order to procure ICT solutions, public officials have to be familiar not only with EU and national public procurement rules, but also with the technological issues. ICT public procurement is associated with distinct risks and high number of fraud cases. Therefore, all departments of public sector administrations involved in the procurement process meet many challenges.

The arising questions in the process of public procurement of innovative ICT solutions are in particular:

- How to plan, prepare and conduct a sound ICT procurement process and how to define smart evaluation criteria?
- How to minimise risks and avoid irregularities in the ICT public procurement procedure for outsourcing and cloud computing?
- How to handle the sensitive data privacy and security issues in ICT public procurement?
- Do the amendments to EU Public Procurement Law have an impact on ICT public procurement?

WHO IS THIS SEMINAR FOR?

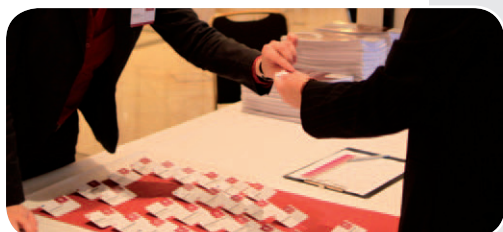
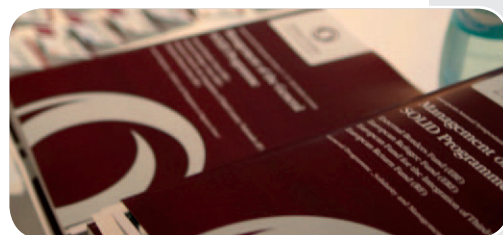
All public sector administrations on national, regional and local level planning ICT projects and procurement of innovative ICT solutions

Especially Directors, Heads of Units, Specialists, Project Managers, ICT Category Managers, Lawyers and other members of staff from the following departments:

- Procurement or Purchasing Department
- ICT/Communication Department
- Legal Department

Providers of ICT solutions for the public sector

Lawyers and consultants in the field of public procurement, especially dealing with ICT procurements





WHAT WILL YOU LEARN AT THIS SEMINAR?

- What are the specific challenges for public authorities with regard to outsourcing and using cloud services?
- How to plan and organise the public procurement procedure in case of outsourcing and cloud services?
- What legal and practical aspects play a role when outsourcing ICT services?
- How to handle sensitive issues like data privacy and security in the public procurement contract?
- What are current ECJ and national rulings in the field of innovative ICT public procurement?
- How to prepare a sound ICT procurement?
- Which aspect should be taken in consideration during the preparations of a tender?
- How to make your procurement fraud-proof?
- How to develop the most suitable evaluation criteria for the ICT procurement?
- What might be the implications of the amendments of the EU Public Procurement Law for the ICT public procurement procedure?

YOUR BENEFITS

- Gain certainty in public procurement of innovative ICT solutions
- Avoid mistakes and typical risks when outsourcing ICT and introducing cloud services in your public institution?
- Learn how to choose the right evaluation criteria
- Handle your ICT procurements smoothly by learning how to design tender specifications and contracts for innovative ICT solutions
- Avoid typical risks of procurements of ICT solutions
- Be prepared for the EU public procurement rules modernisation
- Learn from practical cases how to deal with ICT procurements
- Consult your individual questions and problems with our experts – Receive practical advice and real solutions for your ICT projects
- Profit from workshop sessions and practical examples
- Network and exchange experiences with our experts and colleagues from all across Europe.



PROGRAMME DAY 1

Public Procurement Rules for Outsourcing and Cloud Computing

8.30-9.00

Registration and Hand-out of Seminar Material

9.00-9.05

Opening Remarks from the European Academy for Taxes, Economics & Law

9.05-9.30

Welcome Note from the Chair and Round of Introductions

Georg E. Schäfer, former Head of Department, IT Technology – Strategic Planning and Co-ordination, Ministry of the Interior of Baden-Württemberg, Germany (off duty)

9.30-10.15

Cloud Services as a New Challenge for ICT Public Procurement Experts

- Meaning of diversity of cloud standards for your contract
- Contracting, contract termination and migration
- Privacy concepts for clouds
- Legal considerations

Georg E. Schäfer, former Head of Department, IT Technology – Strategic Planning and Co-ordination, Ministry of the Interior of Baden-Württemberg, Germany (off duty)

Dr. Friederike Krelaus, LL.M., Lawyer and Partner, Waldeck Rechtsanwälte Partnerschaftsgesellschaft, Germany

10.15-10.30

Discussion Round

10.30-11.00

Coffee Break and Networking Opportunity

Workshop

11.00-13.00

How to Proceed with ICT Procurement for Outsourcing and Cloud Computing

In the interactive role-play workshop participants go through the entire process of ICT procurement in case of outsourcing and cloud computing and become familiar with the specifics and risks. They work in groups on practical examples.

Introduction

- Preparation for outsourcing and for cloud computing
- Planning the project: Design, structure, milestones, budget
- Definition of realistic objectives
- Planning and implementing a win-win-situation
- Negotiation procedures including a possible redefinition of the objectives
- Structure and components of draft contracts
- Securing the entrepreneurial autonomy of the bidders
- Dealing with deficiencies
- Technology refreshment
- Termination of contracts and reallocation

Group Work

Discussion of Results

Georg E. Schäfer, former Head of Department, IT Technology – Strategic Planning and Co-ordination, Ministry of the Interior of Baden-Württemberg, Germany (off duty)

13.00-14.15

Lunch Break and Networking Opportunity



GEORG E. SCHÄFER

Former Head of Department, IT Technology – Strategic Planning and Co-ordination, Ministry of the Interior of Baden-Württemberg, Germany (off duty)

In 1988, Georg E. Schäfer became Head of the IT Co-ordination Team of the state administration of Baden-Württemberg. Since 2003, he has been acting as Head of the division "IT Technology – Strategic Planning and Co-ordination" of the Ministry of the Interior of Baden-Württemberg. This department organised and co-ordinated the prominent administrative state reform of 2005 in Baden-Württemberg. Georg E. Schäfer entered public service in 1981 after seven years in industry. During the first three years he was responsible for data privacy in the public sector. He then became Head of the Development of IT for local government in Baden-Württemberg and later Deputy Head of a research unit of clinical research and documentation. Georg Schäfer is member of the administrative council of the Datenzentrale Baden-Württemberg, which is an IT service company for the local authorities of Baden-Württemberg. He is responsible for the co-ordination of IT with the European Union, the federal government of Germany and the other states in Germany as well as with the local government of Baden-Württemberg. Georg Schäfer is the author of four books.



JAMES ODROWAZ DE LORENZZI

National Commercial Coordinator, Association of Chief Police Officers, United Kingdom

James Odrowaz de Lorenzzi has been a procurement adviser for over 20 years and worked in procurement for 30 years. He has been covering the Secure Technology area for over four years for the Metropolitan Police Services and the Association of Chief Police Officers (Terrorism and Allied Matters). He has also worked on significant national IT projects for the Cabinet Office and on the UK government ID card project. Moreover, he was in charge of setting up procurement policy and suites of template documents for the UK Identity and Passport Service. James was the architect of wide ranging changes in temporary staff hire, general procurement processes and procedures implemented by the IPS. Before working in the public sector, James held positions as European procurement and contracts manager in the world of finance for numerous renowned institutions, as well as working in logistics for the US Forces in Munich, Germany in the 1970s.



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14.15-15.15

How to Handle Specific Data Privacy and Security Issues in your Contract?

- Location of data and provisions regarding ownership of data
- How to regulate protection and security of your data in your contract?
- Avoiding vendor lock-in

James Odrowaz de Lorenzi, National Commercial Coordinator, Association of Chief Police Officers, United Kingdom

Dr. Friederike Krelaus, LL.M., Lawyer and Partner, Waldeck Rechtsanwälte Partnerschaftsgesellschaft, Germany

15.15-15.30

Discussion Round

15.30-16.00

Coffee Break and Networking Opportunity

16.00-16.45

How to Prepare for the Changes of the New EU Public Procurement Legislation?

- Simplified procedures
- New rules and obligations
- How do they affect ICT public procurement?
- Practical advices

Adrián Tokár, Member of the Legal Service, MIME Team, European Commission

16.45-17.00

Discussion Round

17.00-17.45

ICT Procurements in the Context of ECJ Rulings and National Practices

- Current trends and cases regarding:
 - Technical specifications: Handling legacy systems
 - Legal requirements and license models
 - Appropriate contract award criteria
 - Conduct of the procurement process
- Possible developments

Dr. Friederike Krelaus, LL.M., Lawyer and Partner, Waldeck Rechtsanwälte Partnerschaftsgesellschaft, Germany

17.45-18.00

Discussion Round

18.00

Coffee Break and Networking Opportunity

ADRIÁN TOKÁR

Member of the Legal Service, MIME Team, European Commission

Adrián Tokár as Member of the Legal Service of the European Commission since 2007 is responsible for public procurement files. From 2004 to 2007 he worked in the translation department of the Court of Justice. He started his career at the European Parliament (European Liberal, Democrat and Reformist Party) before working as a lawyer specialized in corporate law (mergers and acquisitions, contract negotiations) in a law firm in Bratislava, Slovak Republic. He collaborated with the Centre for Legal Analyses at the Kalligram Foundation on projects related to human rights and EU law. He took a Master of Laws at the Comenius University in Bratislava. Later, he was Junior Visiting Fellow at the Institute for Human Sciences in Vienna and completed a Master's programme at the European Academy of Legal Theory in Brussels. He finished his PhD at the Slovak Academy of Sciences in 2009. He is a member of the editorial board of „Právny obzor“, a journal published by the Slovak Academy of Sciences.



DR. FRIEDERIKE KRELAUS, LL.M.

Lawyer and Partner, Waldeck Rechtsanwälte Partnerschaftsgesellschaft, Germany

Dr. Friederike Krelaus, LL.M., is a lawyer and partner with the law firm Waldeck Rechtsanwälte in Frankfurt am Main, Germany. After working with a leading international law firm in Frankfurt am Main and pursuing graduate studies at the University of Michigan, Ann Arbor, she joined Waldeck Rechtsanwälte in 2005 and has been a partner of the law firm since 2007. Dr. Friederike Krelaus specialises in advising clients in big IT projects with a special focus on IT procurements. In 2011, the law firm Waldeck Rechtsanwälte received the British ACQ Magazine's award for best German "Public Procurement Law Firm of the Year 2011" for the time.

PROGRAMME DAY 2

Public Procurement Rules for Outsourcing and Cloud Computing

9.00-9.15

Welcome Note from the Chair

James Odrowaz de Lorenzzi, National Commercial Coordinator, Association of Chief Police Officers, United Kingdom

9.15-10.15

Strategic Planning and Preparation of Outsourcing of ICT Procurement

- ICT Design of Public Administrations: Insourcing / Outsourcing Co-Existence, Objectives of Outsourcing, ICT Standards
- Planning Migration to Outsourcing: Milestones, Creating a Business Opportunity for the Bidder
- Sketching the Tender
- Planning negotiations

Georg E. Schäfer, former Head of Department, IT Technology – Strategic Planning and Co-ordination, Ministry of the Interior of Baden-Württemberg, Germany (off duty)

10.15 -10.30

Discussion Round

10.30 -11.00

Coffee Break and Networking Opportunity

Workshop

11.00 -13.00

Preparing the Tender and Writing the Specification for ICT Solutions

In the interactive workshop participants learn how to prepare the tender and to write the specification for ICT procurement. They are invited to interact and propose solutions in the interactive process of preparing the tender and writing the specification.

Introduction

- Tender Preparation Process Must: Determine the Client Need/Want
- Fundamentals of Tender Preparation Process
 - Cover Everything Asked
 - Executive Summary
 - Statement of Requirement /Illustrations & Graphics
 - Detailed Project Costing
 - The Team that will Execute the Tender
 - Non-Disclosure Agreement (NDA)
- Enhancing the Tender Preparation Process
- Fundamentals of Tender Preparation Process
 - Client Need
 - Be Creative
 - It's Not the Cost – It's ROI & Value for Money
- Important Points to Remember about Tender Preparation Process

Group Work

Discussion of Results

James Odrowaz de Lorenzzi, National Commercial Coordinator, Association of Chief Police Officers, United Kingdom

13.00-14.00

Lunch Break and Networking Opportunity

14.00-15.00

Developing Smart Evaluation Criteria

- Creating evaluation criteria for ICT procurement
- Evaluation of bidders
- Avoiding vendor lock-in
- Challenges and pitfalls

James Odrowaz de Lorenzzi, National Commercial Coordinator, Association of Chief Police Officers, United Kingdom

15.00-15.30

Final Discussion Round

15.30

End of Seminar and Hand-out of Certificates



European Academy
for Taxes, Economics & Law

ORGANISATIONAL MATTERS

Public Procurement Rules for Outsourcing and Cloud Computing

Date of Event

21st – 22nd October 2013

Booking Number

S-649

Event Language

The event language will be English.

Event Price

for Public Sector

Early booking contingent until 30th of August 2013: 1.189,- Euro

Normal price from 31st of August 2013: 1.389,- Euro

for Private Companies

Early booking contingent until 30th of August 2013: 1.389,- Euro

Normal price from 31st of August 2013: 1.589,- Euro

All prices excl. German VAT (19%)

The above price covers the following:

- Entrance on event days
- Hand-out documents in printed and digital form
- Seminar certificate, if seminar fully attended
- Soft drinks and coffee/tea
- Lunch on both event days

Booking Modalities

It is recommended to book soon as seats are limited. For organisational matters, we kindly ask you to complete the booking form in capital letters.



BOOKING

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E-mail: booking@euroacad.eu

Phone: +49 (0)30 80 20 80 230

For online booking please visit our website: www.euroacad.eu

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(Programme is subject to alterations)

Event Location

Maritim proArte Hotel Berlin

Friedrichstraße 151

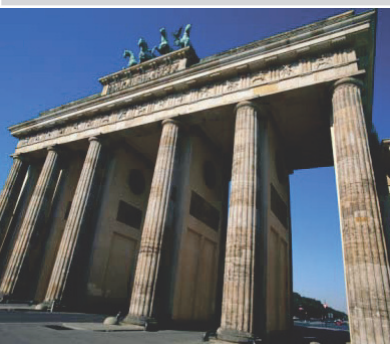
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E-mail: info.bpa@maritim.de

Please contact the hotel directly and refer to the “European Academy for Taxes, Economics & Law” if you wish to benefit from a limited room availability-contingent. Of course you can always look for an alternative hotel accommodation.



NOTE

Please note, you can register as many delegates as you wish (except, the seminar is fully booked). You only need to copy this formular for as many persons you wish.



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BOOKING

BOOKING NUMBER: S-649 (RE)

21st - 22nd OCTOBER 2013, BERLIN

Herewith we register the following persons for the seminar: „Public Procurement Rules for Outsourcing and Cloud Computing“

Delegate 1

Ms. Mr.

First name _____ Last name _____ Phone _____
Department _____ Fax _____
Job position _____ E-mail _____
Your organisation _____
Street _____
Postcode / City _____
Country _____

Delegate 2

Ms. Mr.

First name _____ Last name _____ Phone _____
Department _____ Fax _____
Job position _____ E-mail _____
Your organisation _____
Street _____
Postcode / City _____
Country _____

Delegate 3

Ms. Mr.

First name _____ Last name _____ Phone _____
Department _____ Fax _____
Job position _____ E-mail _____
Your organisation _____
Street _____
Postcode / City _____
Country _____

Invoice organisation

To the attention of _____
Street _____ Phone _____
Postcode / City _____ Fax _____
Country _____ E-mail _____

In case of registration of more than one delegate - do you prefer: single invoice? collective invoice?

With my signature I confirm my registration and accept the General Terms and Conditions as legally binding.

I herewith agree to receive further information from the European Academy for Taxes, Economics & Law

NOTE

Only Valid with Signature and Stamp

Place, Date

Authorised Signature and Stamp



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The course fee covers the fee per participant and course in € net, subject to current German VAT. It includes training course documents as per course description, a lunch meal/snack and refreshments during breaks, as well as, a participation certificate.

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- two (2) weeks to 30 days prior to commencement of the course: 50% of course fee net, subject to current German VAT, payable immediately,
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