



Webinar ICT Procurement practices in Latin America to foster neutrality and market engagement: Good practices for competitive procurement of computers and laptops

AGENDA

In 2022, the National Business Association of Colombia (*Asociación Nacional de Empresarios de Colombia*, ANDI) and the Organisation for Economic Co-operation and Development (OECD) reached an agreement whereby the OECD would conduct an analysis and assessment of computer procurement practices and processes in three Latin American countries: Chile, Colombia and Mexico. The OECD analysed, in particular, practices related to competitive neutrality and market engagement, in light of the principles set out in the 2015 [OECD Recommendation on Public Procurement](#). The objective was to identify and share best practices and areas of opportunity, and to develop evidence-based recommendations. These recommendations are aimed at improving competition, efficiency, effectiveness, neutrality, and market dialogue for the procurement of computers in Latin America.

This webinar offers the opportunity to discuss the findings and recommendations of the project, providing an overview of the public procurement process for computers in Chile, Colombia and Mexico, focusing on the general context, competition and technological neutrality, industry participation, and the roles played by key entities such as public buyers, suppliers, and public procurement and digital government authorities. The webinar will discuss some of the main challenges and opportunities present in Latin America, as well as recommendations to improve the procurement process and foster innovation and competition.

AGENDA (24 April) (Mexico City times)

9:00-9:10 *Welcome and introduction*

This session will provide the context of the webinar, as well as a brief introduction to the project's findings and recommendations.

Speakers:

- Paulo Magina, Acting Head of the Infrastructure and Public Procurement Division, OECD.
- Santiago Pinzón Galán, Vice-President for Digital Transformation, ANDI

Moderator:

Jacobo Pastor García Villarreal, Senior Specialist on Integrity and Procurement Policies, OECD

9:10-10:00 *Promoting neutrality, competition, and dynamism*

This session will provide an opportunity to discuss the main practices and strategies applied by countries to promote neutrality and competition, as well as potential reforms to make public procurement of computers more dynamic and facilitate innovation. These strategies could include capacity building in contracting authorities, the use of benchmarks, procurement methods, user dialogue, the decision to buy or leverage leasing schemes, including DaaS, and the interaction between digital government strategies

and public procurement policies. At the end of the interventions, there will be time for questions and answers from the audience.

Some of the questions that could be addressed include the following:

- What practices and strategies have been successful in mitigating vendor lock-in risks?
- Why could it be difficult to use benchmarks in processes to procure computers?
- What criteria are used to define whether to buy or use a leasing scheme?
- How do you address users' concerns and needs?
- How to maximise synergies between digital government policies and public procurement strategies?
- What reforms should be prioritised (e.g. dynamic purchasing systems, etc.)?

Speakers:

- Verónica Valle, Director, ChileCompra
- Carlos Augusto Mercado Sánchez, Head of the Planning and Research Unit, Ministry of Public Administration, Mexico (TBC)
- Marc Danneberg, Head of Public Sector; and Ulrich Norf, Senior Client Platform Performance Analyst, German Association for Information Technology, Telecommunications and New Media (Bitkom)
- Barbara Ubaldi, Deputy Head of the Innovation, Digital and Open Government Division, OECD

Moderator:

Paulo Magina, Acting Head of the Infrastructure and Public Procurement Division, OECD

10:00-10:50 *The challenge of market engagement*

Effective communication with markets is key to providing the supplier community with a better understanding of the government's needs, and government buyers with information to develop more realistic and effective tender documents through a better understanding of the market's capabilities. However, these interactions must be subject to appropriate safeguards of fairness, transparency, and integrity, which vary depending on whether a procurement process is underway.

Despite its advantages, market engagement is rather weak in the Latin American context. Integrity risks, scandals and bad experiences in the past have led to excessive controls that have not only proved ineffective in deterring corrupt behaviour, but also limit the flexibility of contracting authorities to innovate and reach out to the market.

This session will discuss strategies for engaging with markets, how to overcome resistance, and appropriate levels of control to mitigate risks without hindering the flexibility of procurement officials. Some of the questions that could be addressed include the following:

- What are good market engagement practices and how to make the most of them?
- What are the strategies for maintaining a level of control commensurate with the risks, without killing innovation and flexibility?
- How to overcome resistance to market engagement?

- From an industry perspective, how could the dialogue between public buyers and the supplier community be strengthened?

Speakers:

- Carlos Rebellón, Director for Spanish-speaking countries of the Americas, Government Affairs, INTEL
- Carlos Francisco Toledo Florez, Acting Director General, Colombia Compra Eficiente
- Bart Lemmon, Director of Strategic International Initiatives, National Association of State Procurement Officials (NASPO), USA
- Branislav Hudec, General Director, Section of Methodology and Education, Public Procurement Office, Slovak Republic

Moderator:

Santiago Pinzón Galán, Vice-President for Digital Transformation, ANDI

10:50-11:00 Conclusions

This session will serve to recapitulate the main lessons and recommendations of the project, as well as to propose an agenda of issues to be further developed in the near future.

Rapporteur:

Jacobo Pastor García Villarreal, Senior Specialist on Integrity and Procurement Policies, OECD