

## WTO Seminar for Israeli Executives and Exporters on Government Procurement Agreement (GPA)

**Manufacturers Association of Israel Offices - 23.5.2013**

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The WTO Seminar for Israeli Executives and Exporters on the Government Procurement Agreement (GPA) co-organized by the Foreign Trade Administration at the Ministry of Economy (MOE) and the Manufacturers Association of Israel (MAI) was held on 23.5.2013 in Tel Aviv.

The objective of the Seminar was to introduce the participants to the revised Government Procurement Agreement. The Seminar presented the numerous business opportunities for the Israeli exporters which the GPA yields. However, it should be remembered that the advantages of the Agreement can only be fully utilized, if all Agreement's signatories obey by the rules and act in a non-discriminatory and transparent manner.

The Seminar was conducted in a four sessions with presentations of the following issues: the GPA in global context, it's basic principles and aims, the outcomes of renegotiations and the key developments in coverage and potential benefits for Israel's economy. Resource persons included: Mr. Robert Anderson (Counselor in the Intellectual Property Division of the Secretariat of the WTO), Ms. Anna Caroline Müller (Legal Affairs Officer at WTO), Mr. Ami Levin (Ministry of Economy, currently Trade Policy Director and Negotiator at WTO), Mr. Richard Hall (Managing Director at EISC Ltd.) and Mr. Toni Saraiva (Project Manager at Enterprise Europe Network EISC Ltd.).

The Seminar was made possible through the efforts of the host committee that consisted of Mr. Ami Levin and Mr. Asi Yosef (MOE), Mr. Tomer Carucci, Mr. Garri Kozhanovskiy, Ms. Alejandra Morales and Ms. Hana Starowicz (MAI).

### **Executive Summary:**



The seminar began with a statement by the MAI Director General about the discontent of Israeli companies from certain aspects like the no-discrimination and transparency issues of the GPA, it is due to the fact that not all of the signatories receive the equal treatment. It is well-known that some countries benefit more than others, which is to the contrary of the spirit of the international trade in general and

the GPA in particular.

The MAI is highly concerned due to the discrimination Israeli exporters are facing while unsuccessfully trying to enter foreign markets. Israel is especially concerned with European markets, to which local exporters are not able to get a fair access. At the same time, European exporters exercise fully the GPA advantages by winning a fair amount of tenders in Israel.

Israel and the other GPA members share a common goal, which is to bring to the member's attention any drawbacks and weaknesses of the GPA in order to improve the current agreement.

The Manufacturers Association, hopes to make the GPA more transparent, which will provide the opportunity for all the parties to address their concerns about discrimination and achieve solutions in a more effective and immediate manner. Only a fair participation and a mirror-like transparency in government procurement programs will enable its members to enhance profits.

The seminar was structured as follows:

The first and second sessions included opening remarks by Mr. Amir Hayek and Mr. Dan Catarivas followed by a presentation by Mr. Robert Anderson on the revised GPA in its global context and considerations for Israel.

The presentation covered following points:

- Significance of government procurement: economic, social and trade dimensions
- The changing global context of the GPA: factors increasing its importance as an underpinning of the global economy
- Objectives of the Agreement, core principles and main elements
- Recent renegotiation and future work programmes

The third session was chaired by Mr. Ami Levin, Ms. Anna Caroline Müller, Mr. Richard Hall, Mr. Toni Saraiva and Mr. Robert Anderson

First, Mr. Levin's focused on the Foreign Trade Administration's plans for action and goals, which included the following points:

- Mission- enhance competitiveness of Israeli exports in world markets
- Network of 40 commercial and economic attaches worldwide
- In charge of negotiating trade agreements
- Leads Israel's work in the WTO



Subsequently, Ms. Müller's presented the overview of Parties' coverage commitments and key developments in coverage under the revised GPA.

Then, Mr. Richard Hall and Mr. Toni Saraiva talked about Public Procurement in the EU, its importance for the public sector and the current trends in EU Procurement. They also discussed the Israel's

opportunities in the EU Procurement, which was supported by a statistical data. They also introduced major tender databases including "TED" ([ted.europa.eu](http://ted.europa.eu)), [winningtender.eu](http://winningtender.eu). and the biggest EU tender database Enterprise Europe Network.



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The final presentation by Mr. Anderson discussed the facilitation of access to the GPA covered procurement markets, as well as the work of the Secretariat regarding an interactive online market access database.

The seminar presentations can be found at [the following page](#).

The participants of the Seminar included many Israeli executives and exporters from all major Israeli companies and corporations, who noted that the contents of the day were extremely professional and helpful.