



Master the art of public procurement for innovation

Join us for this exploratory webinar in collaboration with bee smart city aiming to demystify the public procurement process in Europe for UK companies, with a focus on the German market, covering topics including procurement criteria and public funding.

- **Date:** 10 October 2023
- **Time:** 14:00 to 15:00 (BST)

What does innovative procurement mean?

What are the public procurement procedures followed in Germany?

What are the criteria for your product/service to be selected by governments in Europe?

How can you get funding to help with your tender bid?

Are you an innovative SME or start-up looking for answers to the above questions? If so, then join our panel discussion to hear from industry experts and understand how the legal framework, funding, and procurement policies work in Germany and turn all complexities into a competitive advantage for your company.

The webinar will be run as a panel discussion, with our supporting providers covering smart city opportunities, the innovation procurement process and selection criteria, and public funding for innovative projects. This will include addressing the UK Innovate guarantee for R&D Funding under Horizon Europe.

During the event, you'll have the chance to hear from a number of in-market experts, including:

- **Joe Appleton, Editorial Director and Media Relations Specialist for bee smart city.** Bee smart city is a specialised digital software and consulting company dedicated to empowering municipalities to manage the transformation of smart and sustainable cities and regions. With more than 14,000 members from 170 countries, bee smart city operates the largest free smart city online network and community.
- **Laura Detels, Strategic Business Development and Government Relations Expert at GovMarket.** GovMarket is a pioneering company specialising in governmental procurement solutions, aiming to foster transparent and efficient public administration by connecting government agencies with a diverse network of suppliers.
- **Olaf-Gerd Gemein, Co-founder of Impact Funding Europe.** Olaf-Gerd has 35 years of experience in both public and private sector projects and is the co-founder of Impact Funding Europe, the specialised funding agency for green energy, digitisation, agriculture, and mobility projects.

[More information on page 2](#)

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While the event is open to all innovative SMEs and start-ups, it will be most valuable to those operating in the following categories:

- Manufacturing.
- Mobility.
- Green energy.
- IT.
- Innovation.
- Sustainability.
- Built environment.

Join us

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