

European Procurement & Export Readiness

A practical assessment framework for Turkish manufacturers considering European public procurement.

THE EXECUTIVE VIEW

Select the opportunity around the supplier.

A credible bid connects the right participation route with documented product performance, production capacity and deliverable economics. The strongest initial decision is whether all four conditions fit the specific procurement.

01	02	03	04
Access	Evidence	Economics	Delivery
Bidder, origin and location rules	Tests, documents and samples	Cost, cash flow and order terms	Capacity, acceptance and fulfilment

ACCESS IS PROCUREMENT-SPECIFIC

EU trade arrangements and procurement access have different scopes. The Court of Justice's Kolin judgment explains that suppliers from third countries without a relevant procurement agreement cannot claim the same treatment under the applicable EU directive as EU or covered-country bidders. The case concerned a company established in Türkiye. [1]

Assess the bidding entity, component origin, manufacturing location and any subcontractors against the buyer's conditions. Commission guidance also addresses decisions involving subcontractors and reliance on other entities' capacity. [2]

Source references and official portal links appear on page 5.

01 / OPERATING PROCESS

Six stages. Defined outputs.

A recommended workflow from the first notice to accepted delivery.

STAGE	DELIVERABLE	FUNCTIONAL LEAD
01 Screen Read the notice and full tender package.	Opportunity assessment covering access, product fit, lots and deadlines.	Commercial lead
02 Qualify Confirm the participating entities.	Company and capacity evidence, partner responsibilities and required declarations.	Bid coordinator
03 Validate Map requirements to evidence.	Compliance matrix, test reports, sample plan and technical documentation.	Technical / quality lead
04 Price Model the full delivery obligation.	Unit-price model, cash-flow plan and review of order and payment terms.	Finance / commercial lead
05 Submit Complete both digital and physical steps.	Electronic submission receipt and, where required, separate sample delivery evidence.	Bid coordinator / logistics
06 Execute Work against the award and actual orders.	Production controls, inspection records, dispatch, acceptance and invoicing evidence.	Operations / quality lead

DECISION STANDARD

Proceed when access, evidence, capacity and economics align. Allocate a named owner to each output and work backwards from the electronic and physical delivery deadlines.

Workflow is an editorial synthesis of the source requirements; roles are suggested functions.

Build the delivered-cost case.

Connect the unit price to the full contractual obligation and cash cycle.

MANUFACTURING + EVIDENCE + DELIVERY + FINANCE

A price model for the actual contract

Product and production

Materials, labour, capacity allocation, packaging, marking and quality control.

Evidence and samples

Laboratory work, sample manufacture, specimen preparation and sample transport.

Export and delivery

Freight, insurance, customs procedures, applicable duties and delivery-site requirements.

Finance and performance

Working capital, currency exposure, acceptance timing and after-delivery obligations.

KEEP THREE VALUES DISTINCT

Framework minimum	The commitment defined by the contract, where one exists.
Framework maximum	The contractual ceiling over the stated period.
Purchase order	The specific goods, quantities and delivery terms ordered.

Test profitability and cash flow against realistic order sizes, production timing and payment terms. A framework ceiling should not be entered into a sales forecast as a confirmed order.

For import research, use the actual product classification and trade route. The European Commission's Access2Markets resources cover tariffs, origin rules, procedures and product requirements. [5]

03 / PROCUREMENT EXAMPLE

French sleeping equipment

Published requirements: DAF_2025_001500, Ministry of the Armed Forces.

€1.95m Lot 1 minimum	€15.6m Lot 1 ceiling	48 months Framework period
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Values are excluding VAT. The framework is executed through purchase orders. [3, 4]

TECHNICAL EVIDENCE / LOT 1

-33°C limit temperature under NF EN ISO 23537-1, when new and after eight specified washing cycles. This is a defined test requirement, distinct from a generic marketing temperature. The specification also covers weight, dimensions, construction and marking. [4]

SAMPLE COMMITMENT / LOT 1

12 sleeping bags: 3 small, 5 medium and 4 large, plus fabric and component specimens. Samples are sent separately from the electronic offer. Incomplete or late sample delivery makes the offer irregular. [3]

EVALUATION WEIGHTS



LOT-SPECIFIC PRODUCTION CONDITIONS

Lot 3 requires **EU/EEA component origin and manufacturing location**, including relevant co-contractors and subcontractors. A Turkish production route cannot be assumed to qualify across all lots. [3]

Commercial reading: separate the minimum commitment, maximum ceiling and orders; assess each lot on its own requirements. [3, 4]

04 / SOURCES & METHOD

Official sources. Clear scope.

Published 19 September 2026. Source review completed on the same date.

This briefing combines official procurement guidance with a practical operating framework. The French example uses the tender rules, administrative terms and May 2026 sleeping-bag specification in the official DCE. The workflow and role allocation are editorial recommendations.

PRIMARY REFERENCES

- Court of Justice - Kolin, C-652/22**
Procurement treatment for non-covered third-country operators.
- European Commission - participation guidance**
Follow-up Q&A on third-country participation and capacity.
- PLACE - official tender rules**
DAF_2025_001500: lots, samples, eligibility and evaluation.
- PLACE - official consultation and DCE**
CCAP sections 3-5; FPIH SCA 8465-0130, May 2026, sections 4-7.
- European Commission - importing into the EU**
Product-specific trade information and Access2Markets.

PROCUREMENT PORTALS

France	PLACE	State notices, documents and electronic responses.
United Kingdom	Find a Tender	Public procurement and contract notices.
Ireland	eTenders	National tendering website for buyers and suppliers.
Finland	HILMA	Public procurement notices and stated submission routes.
European Union	TED	European procurement notices and search alerts.

Portal roles: [France service description](#) | [Finland advisory guidance](#)

Find a Tender includes above- and below-threshold notices for new procurements from 24 February 2025, except below-threshold notices in Scotland.

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