

May 25th 2009

To the European eGovernment
Awards 2009

Dear Sirs,

as a supplier qualified on the MePA, the Public Administration eMarketplace, and winner of the MePA Prize 2008, I wish to send you this letter of endorsement to the MePA.

Before stating why I believe that MePA should be awarded and describing my personal successful experience in the use of it, I would like to briefly introduce my company.

“Cartoidee by Vasta Giuseppe” is a family firm founded by my grandfather in 1950 as a retail shop. It passed to my father and was, by him, donated to me in 2006.

During the last years we have had ups and downs and have even undergone a period of crisis due to the strong migration and to the growing competition of the large distribution.

About ten years ago, due to an important drop in the turnover, we decided to concentrate on the Public Administration as a new target user.

How could we face this new challenge? Mainly by participating in public tenders.

It was a winning intuition, but we had to face the strong bureaucracy and slowness of the public administration. A major obstacle was the difficulty in building a stable relationship with the public buyer also due to a lack of transparency in the handling of the procurement process.

This scenario was by no means encouraging us.

In this context, the year 2007 was crucial as I acknowledged the existence of the MePA. I was immediately attracted by this tool and encouraged to test it as I thought it offered the possibility to overcome some of the problems we faced when participating in public procurement procedures.

In a few days time I qualified my company to the MePA, but I decided to qualify only one single product: toners. A product that does not need high delivery costs and that can be sold at competitive prices.

Later, I added other products to my eCatalogue.

In fact, the MePA eCatalogue is a dynamic virtual area, very easy to update, that gives the opportunity of making in real time offers on price promotions and/or new products.

The MePA opened new business channels to me and, in addition to a greater visibility at a national level, it offered the opportunity of being more appealing towards local public buyers without having to bear the costs of being physically there.

In 2007, through the MePA, we managed to gain 64 new clients in only four months!

MePA introduces several advantages, in fact it reduces response time to public tenders, creates more transparency, cuts down the risk of formal errors that often occur in paper tenders and bids, such as non respecting the deadline terms, the integrity of the envelopes and most of all the completeness and correctness of the documents required.

The documentation prepared by Consip represents a strategic added value. In fact, the care in the completeness and clearness of the documentation drafted by Consip strongly supports the suppliers when preparing their offers and reduces the risk of exclusion often caused by the presentation of incomplete and non correct documentation from the suppliers participating to the tender. Furthermore, the online handling of the process costs less than the paper process managed in a traditional tender.

65% increase in our turnover was a very pleasant surprise, totally unexpected. It occurred in only five months time: from August 2007 to December 2007.

I participated in the MePA project as I truly believe that it is an extraordinary tool that simplifies and modernizes procurement procedures of the public administration and brings benefits vis à vis the traditional tender procedure from a quantitative (n. of tenders awarded) and qualitative (time, human resource and cost saving) point of view.

MePA's efficiency and effectiveness depends on us too.

I hope that an international acknowledgement and international reviews may contribute to identify it as a governmental model enabling modernization and transparency.

I also believe that awarding the MePA may contribute to reward the strong efforts that the Italian Public Administration is putting in its drive towards modernization and may also support the improvement of the image of the Administration itself, thus encouraging economic operators to be more trustfully interested in investing in the potential public buyer market.

Indeed, I rely on a positive outcome and success of this initiative.

Yours truly,

Cultraro Vasta Giuseppe

