

September 3, 2015

## INVITATION LETTER

We have a pleasure to invite you to the Conference: "Towards increased efficiency and effectiveness in public procurement – a modern approach" which is jointly organized by the World Bank and the Public Procurement Office on September **21**, 2015, at Klub poslanika, Tolstojeva 2, Belgrade.

The aim of the Conference is to put more light to the concept of "value for money" as well as to the issues of effectiveness and efficiency of public procurement process which are relevant particularly at this moment when the Amended Public Procurement Law (PPL) just started with implementation. Among major goals of the Amended PPL were to increase efficiency of procurement process as well as to reduce unnecessary administrative burden for bidders.

Significant change in approach from dominant "lowest price" criteria to "value for money" criteria is ahead for both contracting authorities (CAs) and bidders in Serbia. Moreover, focus of CAs should be shifted from purely meeting administrative process requirement to the issues what was bought, how much time and money was spent for the procedure and to take into account the total cost of procurement ("Life-cycle cost" approach), including all transaction costs and not just purchasing price. The more balanced approach that would take into account both regularity as well as efficiency and effectiveness is required in Serbia in order to reach a more advanced level in procurement.

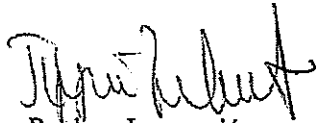
Speakers at the Conference will be high representatives of the Government of Republic of Serbia, EU Delegation and World Bank (please see the draft agenda attached).

Participants of the Conference would be representatives of ministries and largest contracting authorities, Chamber of Commerce and civil society organizations.

For further information and registration, please contact Ms. Olivera Rajković from the Public Procurement Office at: E-mail: [olivera.rajkovic@ujn.gov.rs](mailto:olivera.rajkovic@ujn.gov.rs) or Phone: +381 11 2888 712.

Sincerely,

  
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Predrag Jovanović  
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