

# Public Private Partnerships in BDS Market Development

## Topics

- I. General aspects about PPP**
- II. PPP in BDS market development**
- II. Our contribution to GTZ objectives 2004**

# I. General aspects

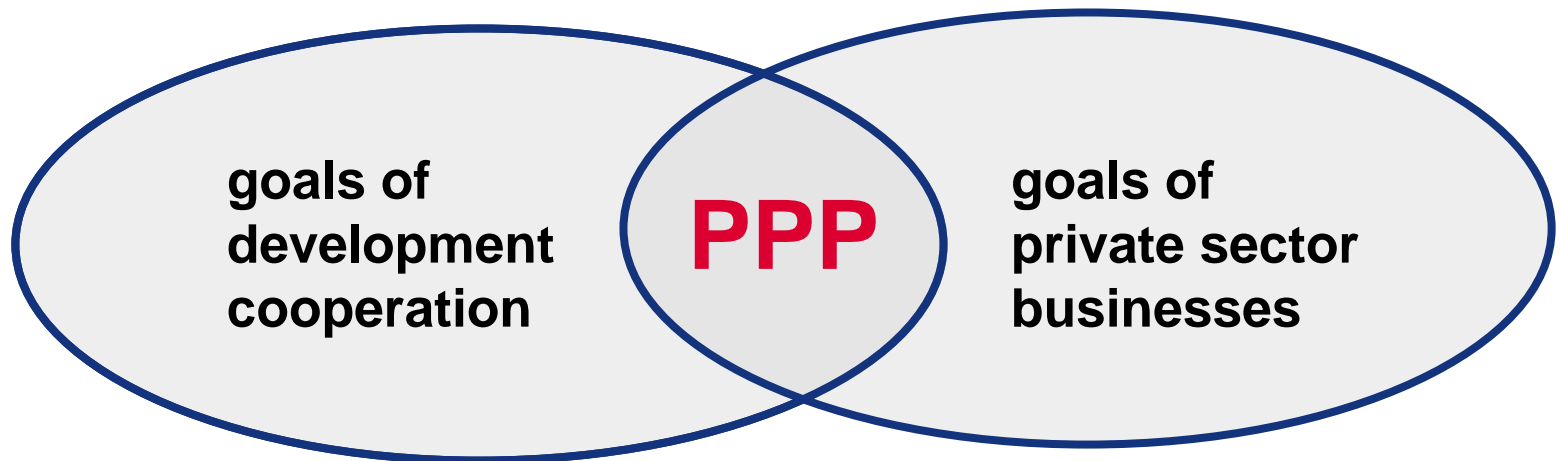
Just a reminder...

PPP are projects or activities that are...

- planned and conducted jointly by companies and GTZ, together with our counterparts
- combining the business sector capacities and capabilities with those of GTZ and its partner institutions in such a way that all sides reach their respective goals quicker, more efficiently and at lower costs
- ➔ They create **win-win situations!**

## I. General aspects

PPP take place where we share objectives with private companies...



...and where we can pool resources and capabilities

## II. PPP in BDS market development

The approach of many of the Technical Cooperation projects that focus on BDS is to tackle major weaknesses of the BDS market such as:

- ➡ Lack of awareness for BDS (**demand**)
- ➡ Poor quality of BDS (**supply**)
- ➡ Regulatory constraints for BDS (**environment**)
- ➡ Lack of information on BDS (**matching**)

## Different intervention levels of PPP in BDS market development

### With TÜV Rheinland in Vietnam...

- Our Partner company is TÜV Rheinland, a German company with 2 offices in Vietnam
- Its strength in the BDS market is auditing and certification for international quality and environmental standards such as ISO 9000 and 14000
- Auditing and certification for social standards was seen by TÜV Rheinland as a growing market in Vietnam

...

## The perspective of TÜV Rheinland...

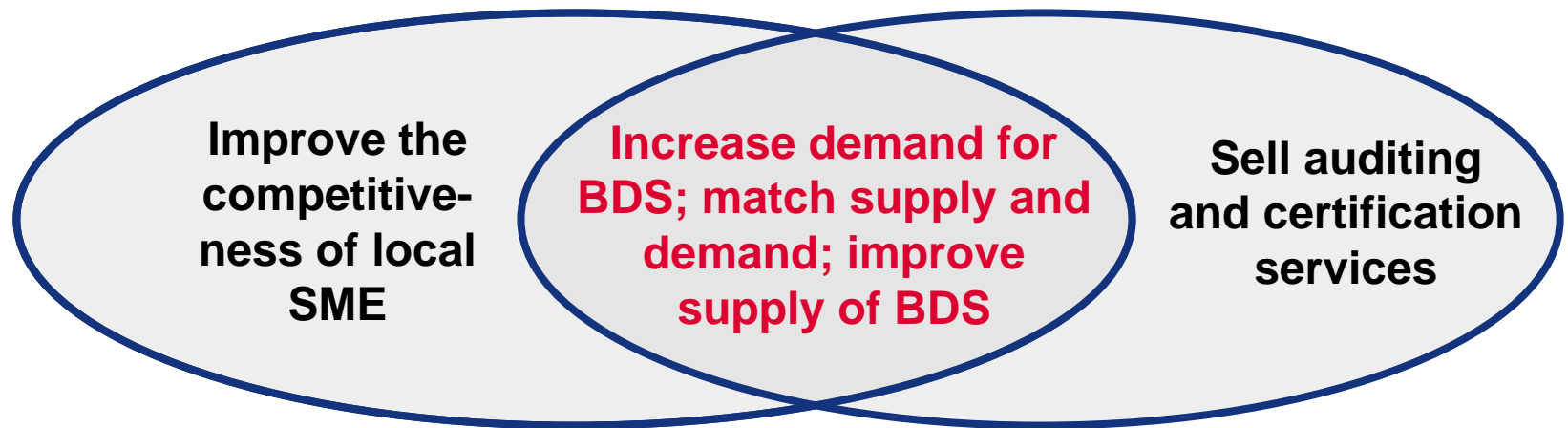
- In order to increase the market for such services, TÜV Rheinland needed to
  - Increase awareness amongst local companies for social standard requirements by customers in the US and Europe
  - Strengthen its network of professional business consultants

...

## Joint activities of TUV and GTZ...

- **Training of 60 local business consultants,** including development of training material
- **Awareness campaigns** for consultants, institutions and companies via workshops, internet, printouts
- **Auditing of 6 pilot companies** (costs covered by the companies themselves)

## Again: it's a win-win situation



## Other examples...

<p>Lack of awareness for BDS <b>(demand)</b></p>	<p>Poor quality of BDS offered <b>(supply)</b></p>
<p>Regulatory constraints for BDS <b>(environment)</b></p>	<p>Lack of information on BDS providers <b>(matching)</b></p>

## Other examples...

### PPP with ETS GmbH in Thailand

➤ Improve the service quality of ETS and two public BDS providers in material testing and related services

➤ Joint information dissemination to the same customer base

Poor quality of BDS offered

(supply)

Lack of information on BDS providers

(matching)

## Other examples...

### PPP with AFT providers in Nepal

➤ Develop a franchise model for AFT services in small towns

➤ Improve the quality of the franchisees in these weak markets

➤ Promotion ads and brochures

Poor quality of BDS offered  
**(supply)**

Lack of awareness for BDS  
**(demand)**

## Your contact for PPP and BDS:

***Thomas Finkel***

**97 Tran Quoc Toan, Hanoi**

**Tel. 04-8224901**

**Mobile: 0912-396884**

**Email: [thomas.finkel@gtz.de](mailto:thomas.finkel@gtz.de)**

