



Navigating public procurements: Resources and opportunities for American companies - Webinar

- Thomas Cook, Managing Director
- Blue Tiger International

- “30+ Years engaged in Global Trade and Foreign Business Development including Overseas Government Procurement”



**NATIONAL IN
FOR WORLD**
TRAINING THE



NATIONAL IN
FOR WORLD
TRAINING TH

Service
Sector

Opportunity

Products





NATIONAL IN
FOR WORLD
TRAINING TH



Services

- Education, Financial, Business Training, Entertainment

Products

- Technology, Defense, Security, Food, Industrial & Consumer Goods

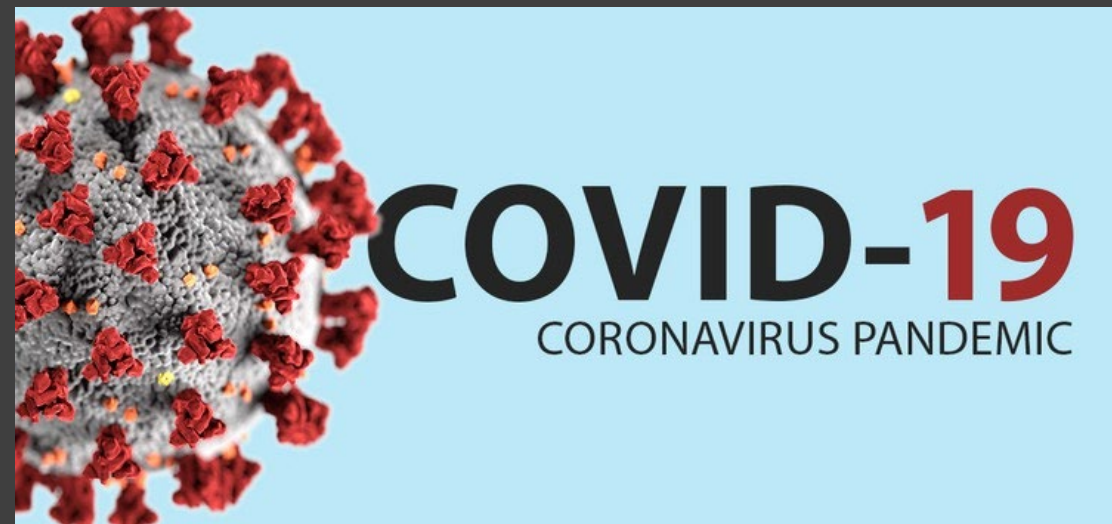


NATIONAL IN
FOR WORLD
TRAINING TH



Opportunities

Challenges



NATIONAL IN
FOR WORL
TRAINING TH



“Opportunities have been created for USA based companies to fulfill foreign contracts not completed by traditional sources impacted by the Covid-19 Pandemic Disruptions to Global Supply Chains”



Challenges:

- Local Suppliers
- Geopolitical, cultural, language, regulatory
- Understanding the “process”
- “Politics of the sale”
- Being competitive



NATIONAL IN
FOR WORLD
TRAINING THE



Ten Steps

Develop	Develop Robust Relationships
Do	Do Your Homework
Develop	Develop "Leverage Points"
Qualify	Qualify the Opportunity
Create	Create a "Local Presence"



NATIONAL IN
FOR WORLD
TRAINING THE



Ten Steps

Follow	Follow the RFP Instructions
Learn	Learn the Competition
Adapt	Adapt the Sale to the Local Environment
Respect	Respect the Local Business Acumen
Exercise	Exercise Patience



Be Cautious:

Don't Overcommit

Be Prepared to
Compromise

Understand USA Laws on
FCPA



NATIONAL IN
FOR WORL
TRAINING TH



Logistics

Payment

Customer Service

Mitigation Strategies

Legal Consideration's



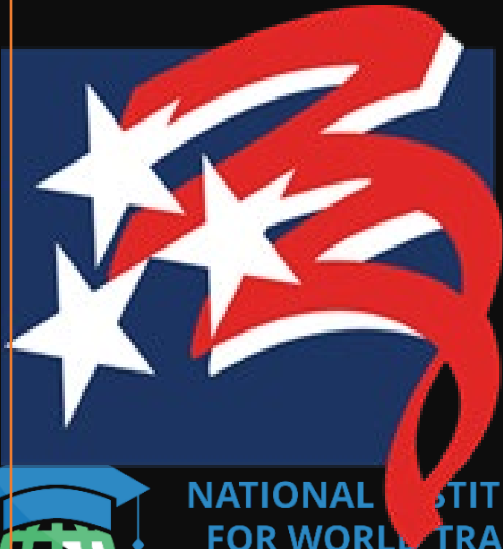
Reach out to Professional Resources



DOC



Blue Tiger International



U.S.
COMMERCIAL
SERVICE

United States of America
Department of Commerce



NATIONAL INSTITUTE
FOR WORLD TRADE
TRAINING THE WORLD



Thomas Cook

Tom is Managing Director of Blue Tiger International, (bluetigerintl.com) a premier international business consulting company on supply chain management, trade compliance, purchasing, global trade and logistics.

Tom has been involved as a consultant for numerous trade associations since 1997, where he and his team has been an integral resource to the various Association Members.

Tom was former CEO of American River International in NY and Apex Global Logistics Supply Chain Operation in LA. Tom has over 30 years' experience in assisting companies all over the world manage their import and export operations. He is a member of the NY District Export Council, sits on the board of numerous corporations and is considered a leader in the business verticals he works in.

He has now authored over 19 books on Global Trade and is in the middle of an 8 Book Series, titled ... The Global Warrior ... Advancing on the Necessary Skill Sets to Compete Effectively in Global Trade.

Tom is also the Director of the National Institute of world trade (niwt.org) a 30-year-old educational and training organization, based on Long Island.

Tom is a Veteran and has set up a foundation on LI ... soldieronathome.org to support Veterans in need as well as support for training specialized Dogs to treat PTSD.

Tom can be reached at tomcook@bluetigerintl.com or 516-359-6232