

It is important for companies to be selective when approaching the IFI market. Competition is fierce and there is a high risk of wasting much time and money if an appropriate, well targeted marketing strategy has not been developed. This includes determining and earmarking manpower and budgets, as well as selecting only those products, services and expertise in which the firm feels it has a distinct competitive advantage in the target market.

Asian Development Bank Technical Assistance Program:

The ADB provides technical assistance to borrowing countries by making available the services of consultants for missions associated with project preparation, project implementation, or advisory assistance to its DMC's. For ADB Technical Assistance contracts, consultants are hired directly by the Bank. In order to be considered for ADB Technical Assistance projects, Canadian companies must: be registered with the Bank's Consulting Services Division; express interest in the project in writing to the responsible project officers; and, convince Bank officials that the firm is capable of carrying out the project.

Registration

There is no registration requirement with the World Bank or Asian Development Bank for service contractors and equipment suppliers. However, consulting firms (or individuals) are advised to register with the World Bank or Asian Development Bank DACON Information Centres. The borrowing countries may refer to DACON to source consultants, or to seek or confirm information about a particular company. A firm or individual must be registered with the ADB consulting services division to qualify for contracts awarded under the Technical Assistance Program.

Forms for Registration of Consulting Firms (DACON) or Individuals (DICON for ADB) can be obtained from the Banks directly or from the "prime contacts" listed below.

Sources of Information

Apart from contacts which a company might have in the market, for example in the planning ministry or in the executing agency of the borrowing country, the best public sources of general project information are the publications Development Business and ADB Business Opportunities. Development Business (published bi-weekly by the United Nations) contains the "Monthly Operational Summary" of projects to be funded by the World Bank, Asian Development Bank, and other IFIs. Development Business also publishes other key project information such as procurement notices and contract award listings. (Scan-a-Bid, a computerized on-line version of the "Monthly Operational Summary", is also available from Development Business.) The Asian Development Bank publication ADB Business Opportunities provides project information for ADB projects.