
V. SUPPLIERS OF GOODS AND NEW TECHNOLOGY

The procedure used by suppliers of goods does not differ noticeably from that for firms of consulting engineers. Registration on the Bank's list of equipment suppliers is only the first step. As a manufacturer interested in the vast potential offered by the ADB, you should begin by systematically identifying the projects that may require your products. Then, you should meet the project director in the executing agency and the consulting engineer who is drawing up the project's technical specifications. Such meetings will serve as an introduction for your product, your interest, and your manufacturing ability.

The battle for ADB contracts is fought in the field, and a Canadian supplier is well advised to associate himself with the commercial section of the Canadian Embassy responsible for the borrowing country in order to find a local representative who will promote the product at the proper moment and will watch carefully over developments in the call for tenders in his country.

Because European companies already have well-established distribution networks in Africa, Canadian manufacturers should double their efforts to have their products become known and accepted, and also to build a reputation for quality and professional service with African customers.

As for the newer types of technology, ADB contracts represent a good opportunity to introduce new technology to the African continent. Very few Canadian firms are using their technological advantage to make themselves known to the experts at the ADB and the executing agencies. It is always possible for the commercial section in Abidjan to assist in organizing a meeting with the ADB's experts to show them new equipment, procedures or methods that can improve the cost-benefit position of a given project.

A concrete example of technology transfer appropriate to Africa in the field of energy transmission is the system of capacitive coupling developed by a Montreal firm.