

IFI Bidding Success Factors and Support Needs

- One has to have a considerable amount of technical and legal knowledge to market this work. [44]
- The organization tries to do 2 or 3 mission each year. The take-up on Ministerial missions has been poor, and one specialty mission was cancelled recently. However, part of this lack of interest is attributed to insufficient outreach. [44]
- The company has to be aware of opportunities, mainly by having contact with a network of agents. [45]

Comments on civil works – personal contact, word of mouth and websites:

- The key factor is being able to establish, finance and maintain a continuous presence in a particular market. Field offices are not enough, and occasional visits are not enough. What it takes is almost establishing a small foreign subsidiary company with a long-term commitment to the market. [32]
- When visiting a country, the firm regards it as “normal business practice” to meet the ambassador so there is a contact if any problems are encountered. [21]
- Success in marketing has little to do with government assistance, and much to do with company capabilities, willingness to make a much greater effort than is needed domestically, and personal-contact marketing. [39]

Comments on goods/equipment – personal contact, word of mouth, and websites:

- The firm believes that there are two main factors key to successful marketing of projects internationally for a specialized “niche” company such as this. These are:
 1. Having an excellent Internet web site with a good metatag [key word] structure and wide registration with the Internet search engines so that enquirers find the firm easily. [27]
 2. Referrals from satisfied past clients. [27]
- Technical workshops can be a good marketing device, if the firm has a special product or capability that it can showcase. This firm participated in an IMF workshop last year on fiscal and tax reform that it believes was useful in developing client contacts. [40]

Comments on services – personal contact, word of mouth, and websites:

- Personal reputation and the past quality of work for clients are vital. Reputation needs to be maintained and enhanced many different ways, including participation on international committees and associations of various sorts. [9]