

IFI Bidding Success Factors and Support Needs

marketing. Therefore one must be careful in drawing conclusions about needs for support. A second phase of the work will seek the views of clients who appear to be IFI-ready but who are not already experienced in successful IFI bidding. Their needs may be different from those experienced companies described in this report.

Section 2 The IFI Markets

2.1 The IFI Market – Types, Size and Canadian Participation

There are two IFI “clients”. The first is the international financial institution itself. The second is public and private organizations in developing countries financed by IFI loans or grants. The first client is the smaller one, although it is still substantial. It is almost all services.

A second way to look at the market is by the type of procurement. The traditional classification is services, civil works, and goods/equipment. We will keep to this classification for purposes of this overview, but there are clearly intermediate cases. For example, we interviewed a number of companies in niche markets that provide specialized equipment, and also the installation and/or operating services, and that undertake the minor works associated with their project. However, accepting the approximations of the classification, one can see from Table 2 that, in regard to World Bank reviewed procurement from non-borrowing member countries of which Canada is one, the market for goods is by far the largest part of the total [57%]. Consulting services is next [21%]. Civil works is third [18%].

Table 1: Classification of the IFI Markets

	Services	Goods/Equipment	Civil Works
IFI = the client	✓	✓	
Developing country client	✓	✓	✓

The World Bank is by far the largest procurer among the multi-lateral development banks, and so is a good illustration of Canada’s supply performance. [Table 2]

Table 2: World Bank [IBRD, IDA] Procurement, Borrowing Member Countries and Non-BMCs, and Canadian Firms’ Share [FY1998] US\$ millions

	Non-BMCs	BMCs	Total	Canada	Canada/Non-BMCs
Civil Works	652	227	880	10	1.5%
Consulting	795	84	879	56	7.0%
Goods	2124	504	2628	46	2.1%
Other	131	18	149	<0.5	
Total	3702	833	4536	112	3.0%

In 1998 Canada’s Gross Domestic Product was approximately Cdn.\$901.8 billion. World GDP was approximately US\$29,510 billion. On a purchasing-power-parity basis, then, Canada had