

Because of the long life cycle of an IDB funded project (usually 2 to 4 years from identification to the start of execution), companies pursuing IDB procurement must be willing to sustain the marketing initiative through to the end.

As with World Bank projects, after designing an appropriate marketing strategy, companies should be prepared to take the following specific actions in the pursuit of IDB funded business opportunities:

- (1) Seek representation in the borrowing country

A critical success factor in winning international business is having an active local partner, especially in Latin America and the Caribbean.

- (2) Identify projects of interest and obtain additional information on the projects

Contact the executing agency of the project, IDB project staff in Washington and the IDB field office to complete an assessment of projects of interest. OLIFI Washington can provide assistance and guidance in this process.

- (3) Express interest

Contact the executing agency of the project in the borrowing country (normally in writing initially) to express interest in qualifying for a project. Concurrently, seek advice and assistance from the Canadian Trade Commissioner based in the borrowing country.

- (4) Maintain close contact with the executing agency and the IDB field office until the submission of a bid.

In this regard, Spanish language capability is a vitally important asset in pursuing business under IDB projects. Part of a firm's long-term strategy should be to integrate language skills into its human resource base.

#### **Canadian Procurement Success in IDB Projects**

Over the last 3 years, almost \$125 million has been paid to Canadian suppliers of goods, equipment and services utilized in IDB financed projects. Since its best showing in 1991, Canadian procurement levels have fallen; in 1993 Canada's ranking among non-borrowing members fell one position to 9th, while Canada's percentage of total IDB disbursements also fell from 1.5% in 1991 to 0.9%. However, in 1994 the