

## InfoShop: a New Door to World Bank Resources

by Ross Wallace, Canadian Embassy, Washington

The World Bank's new InfoShop — launched on January 20 in Washington D.C. — is providing a single point of contact that will make it easier for businesses to access the wealth of World Bank documents and publications.

The initiative is one of a series of Bank efforts to reduce or eliminate the obstacles to effective communication with the business public posed by the size and complexity of this important institution. Obstacles have included the physical layout of the Bank itself (spread out in a score of different buildings in downtown Washington D.C.); the existence of both a bookstore and a Public Information Centre (operated as separate and distinct entities in different locations); and the sheer volume of information published by the Bank (making it difficult for anyone to ascertain not only what they want but how they should get it).

### Under one roof

Combining the old Bookstore and the Public Information Centre (PIC) under one roof, the InfoShop contains essentially everything the Bank publishes — from economic and sector reports and project information documents to staff appraisal reports and environmental assessments. The InfoShop also boasts a team of information specialists who can provide directions to the appropriate Bank publication, as well as to the best contact within the Bank itself.

For Canadians interested in doing business with the Bank, the new

InfoShop is an invaluable resource, providing a comprehensive overview of the Bank's work in different sectors around the globe — from development and finance to agriculture and trade.

### InfoShop on-line

Every document or publication present in the InfoShop can also be obtained through the Internet. Visitors can scan abstracts from over 1,100 publications, and a full array of journal articles can be downloaded and printed out using key word searches or simply by browsing the catalogue. Canadians

can now access the entire catalogue of Bank publications while sitting at their desks, and then order and pay for them electronically. In fact, the InfoShop has such an extensive array of on-line resources that making a trip to the shop itself may never be needed.

The InfoShop is located at 701 18th Street N.W. in Washington D.C. To access the InfoShop from the Internet, visit the World Bank's site at [www.worldbank.org](http://www.worldbank.org) and click on "Publications." You can then choose to search "Books," "Journals" or "PIC Documents."

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The posts also host partnering events that allow you to meet a number of prospective colleagues. Most of these events are directed at the high-technology sectors such as biotechnology, medical devices and health care, and are arranged in association with industry councils, such as the Massachusetts Biotech Council and the Chicago Software Association.

There are also multi-sector events focusing on regional relationships — for example, partnering between New England firms and Quebec and Atlantic Canada companies, and city-to-city partnering events involving companies from, for example, Woodstock, Ontario and Toledo, Ohio.

### Consulate matchmaking successes

The Consulate in Boston was instrumental in finding a U.S. partner, Hallum Associates of Burlington, Vermont, for a Montreal engineering

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## IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with the IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."