

Development Business

Development Business is a biweekly UN publication that carries the project pipeline lists (Monthly Operational Summaries) of both the World Bank and the Inter-American Development Bank. It also publishes the names and addresses of executing agencies in borrowing countries that you can contact for additional information. General and specific procurement notices are published for goods and services subject to international competitive bidding purchased through the UNDP, as well as through IFI financing. The notices generally list the details of the contracts for services, goods, equipment, and construction required for the particular project described, furnishing instructions for obtaining tender documents or for consideration as potential suppliers. Where possible, the titles and addresses of contact persons for each advertised project are listed for direct enquiries. Names of the winners of major World Bank contracts also regularly appear. (Subscription, \$250 per year.) *Scan-a-Bid* provides computerized (on-line) access to the same information. (Subscription \$60 per month extra.)

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Identifying Market Opportunities

Identifying and analyzing specific marketing opportunities should occur prior to the earliest stage of the project cycle. Your contacts with the executing agency and IFI personnel can be made as soon as projects enter active IFI consideration.

1. Identify potential markets for your services:

- Review country development plans to determine sectors and subsectors likely to require your services for prefeasibility or feasibility studies and for subsequent project identification. Trade officers in DEA's trade divisions can assist you in obtaining relevant documents, and can help you gain access to those documents kept in the International Documents Collection of the DEA Library. Desk officers at CIDA can also provide valuable information.

- Review IFI pipeline lists, available at DEA and DRIE. These list projects in each borrowing country that are undergoing identification, preparation, appraisal, and negotiation.
 - Review general procurement notices published in *Development Business*. These will serve as an indication of the types of projects being carried out. The notices are prepared by the borrowing countries and are published as needed during the course of project implementation
2. Analyze those countries where you have identified potential projects to determine those worth pursuing:
- Obtain information on the country: its size, climate, and terrain;