

I. INTRODUCTION

Our interest in the Asian Development Bank started with a visit in 1983. In November and December 1985, we made our seventh and eighth visits. We now know the Bank, its planning cycles and many of its staff well. While our interest has been in management consulting services, the Country Officers and Project Officers with whom we meet also hold responsibility for the loans used to purchase products.

We have carried out, on our own behalf, many of the activities required to successfully complete the project now being considered by External Affairs. We also have extensive experience with Canadian industry in developing overall business and marketing strategies and within these, marketing strategies for exports. We can place export marketing within the priorities of an overall Canadian Business context. This experience complements our direct knowledge of the Bank, its people and their practices.

With this background, we know we can be effective in providing you with answers to the questions you now face. In the sections which follow we give:

- o a brief history of our own experience with the Bank;
- o a brief description of how the Bank goes about decisions and the volume of purchases involved;
- o a description of how we would conduct the work;
- o a summary of our relevant experience;
- o the experience of the proposed project team; and
- o fee and expense quotations.