

It is never a wasted effort to present these officials with your company's professional references and leave them with promotional brochures. These should not be too exhaustive, but should simply outline your major areas of activity and your professional experience in Africa. Bank personnel do not have sufficient time for lengthy consideration of all material left by consultants and manufacturers. They will remember you from these "snapshots" of your strongest sectors and African experience.

This preliminary work may pay off one day, particularly if you have registered your most able experts as individual consultants who can serve as project evaluators for the Bank. From time to time, such experts are called upon to participate in short-term contracts, in preparation, evaluation or supervision of work, or in economic or sectoral studies in borrowing countries. When specific experience is required, the choice of an individual consultant is made on the recommendation of the project officer who considers the individual records of consultants registered with the Group and from them selects the most suitable candidate.

This kind of experience not only makes your company noticeable to the Bank's sectoral experts, but also has the advantage of gaining recognition for your professional capabilities. Your firm can then learn the ADB's working methods and establish more personal relationships with the various experts in this financial group. This is an advantage that should not be overlooked. The Canadian Technical Assistance Fund had this type of experience in mind when it made available to the Bank, a total of \$7 million, with \$4.5 million earmarked to finance studies for identifying viable projects and for determining whether they could be assessed in advance. Needless to say, this fund, which is open to Canadian competitors only, will give many companies greater familiarity with the Bank's rules and methods of operation. The Canadian International Development Agency (CIDA)'s Industrial Co-operation Program may also provide assistance, if your company meets other eligibility criteria of this program.