

**MARKETS FOR GOODS AND SERVICES FINANCED BY THE
ASIAN DEVELOPMENT BANK (AsDB)**

Services and Advice to Canadian Exporters Bidding
on AsDB-Funded Projects

The AsDB liaison officer (Ms. Ronnie McLellan) at the Canadian Embassy in Manila, assists Canadian exporters of goods and services pursuing AsDB-funded projects by: providing information on sector opportunities, marketing advice, interpreting Bank regulations and operating procedures, and making representation at the AsDB on behalf of Canadian companies. The Post maintains close contact with key AsDB officials in order to provide advance information and guidance to those Canadian companies pursuing AsDB work. The Canadian Embassy in Manila also maintains an information network with other Canadian Embassies in the Asian Pacific region to ensure coordination of such marketing efforts.

Current Opportunities:

The Asian Development Bank is one of the major sources of financing for the Asia Pacific region - it is topped only in importance in the area by the World Bank. AsDB projects generate substantial contract opportunities; its annual procurement totals \$2 billion. In 1985, of the total number of AsDB-funded contracts, 9% were for capital goods and civil works and 9% were for consulting services. More than 76% of the Bank's lending in 1985 went to the countries of Pakistan, Thailand, Indonesia and Bangladesh. Canada's share of this export market currently stands at .7%. The major competing countries are: Japan (28% of AsDB market share); the United States (8%); Korea (6%); Germany (5%), and the United Kingdom (4%).

The Canadian Embassy, Manila, has indicated the following sectors as having particular opportunity for Canadian exporters: consulting services; energy equipment; telecommunications, educational projects, and transportation.

The Embassy is currently following a number of AsDB-funded capital projects in sectors of interest to Canadian industry. The list that follows is indicative of this activity: Upgrading Bataan Refining Corporation (Philippines); North Madras Thermal Power Station (India), Well Program Tando Alam Oilfield (Pakistan), and Second Telecommunications Project (Thailand).