



IFI-funded Business Development

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This is the first in a series of articles brought to you by the Export Financing Division's International Financial Institutions (IFI) unit as part of our New Approach to IFI-funded Business Development.

Last year, IFI Team Leaders went to each region with IBOC and taught you how to identify, track, qualify and disseminate IFI-funded business opportunities. These are export sales leads in developing and emerging markets funded through IFI loans. Many of you asked us to help you identify the leads and develop guidelines to help you turn them into "actionable" leads. We now invite you to visit the Horizons site at <http://intranet.lbp/horizons> and click on "post support tools" to view the new IFI-funded business section.

The Export Financing Division (TBF) also consulted its clients, i.e., companies and organizations that bid for IFI-funded contracts, to understand their information support needs. They told us that they value practical one-stop-shopping access to the maze of procedures and programs specific to each IFI and to

the network of IFI-related support in Canada and abroad. Look for an upcoming announcement for the new IFInet on www.infoexport.gc.ca/ifinet.

These tools are to be considered works-in-progress. TBF's IFI Advisory Group will ensure that your needs and those of clients and stakeholders are continuously being addressed. The team leaders for Africa (Céline Boies), Asia (Ed Wang) and Latin America/Caribbean (Bill Reid) will be working closely with you and our sister divisions to help identify and disseminate IFI-funded business leads and resulting success stories.

Shortcuts!

Using each country's Internet suffix, we have created Welcome pages that lead your clients directly to your page on InfoExport, the Trade Commissioner Service's Web site.

For example:

www.infoexport.gc.ca/be is for Belgium

www.infoexport.gc.ca/my is for Malaysia

Try yours now.

Give it to your clients.

Put it on your business cards.

Post "Hit" Parade

Most Popular Posts on InfoExport (August 2000)

- | | |
|-----------------|------------------|
| 1. Mexico City | 6. Beijing |
| 2. Buenos Aires | 7. Warsaw |
| 3. Paris | 8. Bucharest |
| 4. London | 9. Atlanta |
| 5. Santiago | 10. Boston (tie) |
| | 10. Berlin (tie) |

(For your post's statistics, go to intranet.lbp/horizons)