

## IFI Bidding Success Factors and Support Needs

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establish the credibility of the company with potential clients in the Banks. [31]

- The right kind of contact identification and appointments making is a high level skill. The key task managers at the Banks are very busy and will not even reply to someone who they do not know, let alone agree to a meeting. The chain of personal trust is key – the task manager trusts the ED, who trusts the consultant. This sort of contact making can only be done by people who are themselves credible and knowledgeable in the field. [31]
- Have a system to get the key documents in electronic format for distribution to Canadian companies who need them. [either get electronic originals or scan the documents into electronic files]. [31]
- Keep a strong presence in Banks [31]
- Actually seconding officers to work in the Bank is expensive, but effective. [31]
- Being in Western Canada the firm finds Washington DC rather remote, and the World Bank “*difficult to approach*”. Any way to make access to the World Bank easier would be appreciated. [32]
- The OLIFI duplicates the ED office in many ways. It would be better just to have a dedicated person in the ED’s office. The Bank might not formally approve the placement of such a person on a permanent basis, but it might be done informally. A trade commissioner at the embassy is too much a part of the embassy routine and gets caught up in too many other activities not connected directly with marketing at the Bank. [38]
- It used to be difficult to identify project prospects at the IFIs, and that was a main role for DFAIT. It is now much easier, and DFAIT needs a new role. [39]
- “One thing I would like to add to the interview notes [although not discussed at the time] is the importance of explaining to companies of all sizes how IFIs operate [rules and procedures], how and where to access information on prospects [web sites, reports, etc.] and how to put together competitive bids [evaluation criteria, past experiences etc.]. An example of this is the regular visits of [name deleted-an ED from one of the IFIs] to Canadian firms. Less high-profile and longer visits would, I’m sure, be appreciated.” [39]
- The Director has made use of the OLIFI in Manila particularly to make contacts and appointments at the IFIs. At the time the Manila OLIFI was more forthcoming with such assistance than the Washington OLIFI. [42]
- The Director suggests that it is a mistake to discontinue making appointments at the IFIs for Canadians visiting for marketing purposes. He says that if the OLIFIs/trade commissioners are not active in doing this their networks of contacts will wither. [42]