

## MESSAGE FROM THE MINISTER FOR INTERNATIONAL TRADE

This booklet presents a marketing approach to a unique international market. It is the market financed by the international financial institutions (IFIs) — the World Bank, the Inter-American Development Bank, the Asian Development Bank, the African Development Bank Group, and the Caribbean Development Bank.

Every year millions of dollars are approved by the IFIs to finance hundreds of projects in the developing world. These projects provide companies in member countries (and Canada is a member of each of the IFIs) with thousands of procurement opportunities for consulting services in a variety of industrial sectors.

This booklet provides an overview of that market and of the IFIs themselves, as well as practical advice on how to obtain contracts financed by the IFIs. This includes a step-by-step approach in assessing your firm and your product's suitability, identifying and analyzing the IFI market, positioning your firm to successfully bid on a project, and examining the factors to be considered in submitting a winning proposal.

I would like to thank the Canadian companies, successful in the IFI market, for their valuable contributions and assistance to my officials in the preparations for this booklet. It is the first of its kind in Canada and I believe Canadian firms will find it a useful guide in their pursuit of IFI-funded procurement opportunities.



James Kelleher