

- (3) Allocate sufficient human and financial resources.

After designing an appropriate marketing strategy, companies should be prepared to take the following steps in the pursuit of World Bank funded business opportunities:

- (1) Identify projects of interest through any of the previously mentioned sources of information, such as Development Business and the Monthly Operational Summaries, or through personal contacts established at the Bank.
- (2) Complete an assessment of the project by obtaining additional information from the executing agency of the project, from the World Bank Public Information Centre, and from project staff in Washington (via telephone or visit). OLIFI Washington can provide assistance and guidance in this process.
- (3) Contact the executing agency of the project in the borrowing country (normally in writing) to express interest in qualifying for a project. Concurrently, seek advice and assistance from the Canadian trade commissioner in the borrowing country.
- (4) Visit the executing agency in the borrowing country. It is the executing agency that will issue the tenders, evaluate the bids, and award the contract. The bulk of a firm's marketing effort must be at this level.
- (5) Seek representation in the country. A critical success factor in winning international business is having a good agent, representative, or a local partner in a borrowing country.
- (6) Maintain close contact with the executing agency until submission of bid. It is also advisable to maintain contact with the Task Manager at the World Bank in charge of the project as it moves through the pipeline.
- (7) Be consistent and patient with this approach before revising and expanding the strategy. Success in a single project can often take years.

Canadian Success in World Bank Projects

Canadian firms have received over US\$2.8 billion in business under World Bank projects since Canada became a member of the Bank.