

priorities and whether or not to seek funding from the World Bank or other international financial institutions. Marketing a company's product or service thus needs to be directed to the organization designated as project manager by the Mexican government. This designated organization is called an executing agency.

The International Finance Corporation (IFC) was established in 1956 to promote growth in developing countries by supporting the private sector. It invests directly in private commercial enterprises by means of loans, equity financing and guarantees in collaboration with other investors. It also offers stand-by financing, risk management and quasi-equity instruments, such as subordinated loans, preferred stock and income notes. In addition to funding, it also provides financial, legal and technical advice to private enterprises. Unlike the IBRD and the IDA, the IFC does not require government guarantees of repayment.

Mexico is one of the World Bank's largest borrowers, accounting for more than US \$23 billion, or ten percent of its total commitments since 1948. In 1994, Mexico was the bank's second largest borrower after China.

Three-quarters of the World Bank's lending in Mexico to date has been for investment projects and one-quarter for structural adjustment loans. Almost all World Bank projects in Mexico have included technical assistance components for training, consulting services and feasibility studies, which together account for more than seven percent of all approved funding.

THE INTER-AMERICAN DEVELOPMENT BANK (IADB)

IADB is an international financial institution aimed at helping accelerate the economic and social development of its member countries in Latin America and the Caribbean. Created in 1959 and with its headquarters in Washington, D.C., the Bank is owned by 46 member countries. Of the 28 members in the region, 26 countries can borrow from the Bank while the remaining two, Canada and the United States, are non-borrowers. There are also 18 member countries from outside the region. Companies from all 46 member countries are eligible to bid on IADB contracts. The objectives of the IADB are:

- to promote the investment of public and private capital in the region;
- to use its own capital for high-priority economic and social projects;
- to encourage investment that contributes to economic and social development, and an improvement in living standards;
- to help member countries make better use of their resources while fostering foreign trade;
- to provide technical cooperation, often in the form of grants, to help countries conduct feasibility studies for projects and development plans as well as to provide specific training or assistance as a way of strengthening the country's institutions.