

**The variety of consulting services required** - Include traditional engineering expertise in design and feasibility studies, and many others, such as environmental-assessment studies, oil and gas exploration, financial and auditing services, services to provide legal, accounting and educational development, among others.

## **Tips for Winning Contracts**

**Be focused:** Identify a niche based on sectoral experience or a long-term strategy to penetrate a foreign market. Studiously avoid wasting time and money, and alienating valuable contacts by going on non-specific "fishing expeditions" to borrowing countries, IFI headquarters or local offices.

**Find out what is going on in select target markets:** Assess the financial, economic and political risks of doing business in target countries. Identify projects with the export potential for your products or services, based on their characteristics, past experience, trading partners, or other factors that may bring comparative advantages over other competitors. Regularly travel to the targeted borrowing country, establish and maintain contacts with local decision-makers.

**Familiarize with the IFI and comply with requirements:** Learn how the IFI is organized and operates, what activities in the target country it is involved in, how the projects are developed, and goods and services procured. Register in the necessary registries with the IFIs (and borrowers, if required). This is especially valuable for consultants and consulting firms. Quote your IFI registration number in each proposal. Do not forget to regularly update your registration.

**Get help wherever it is available:** Skilfully use key programs such as the Program for Export Market Development (PEMD) run by the Department of Foreign Affairs and International Trade (DFAIT); the Industrial Cooperation Program of the Canadian International Development Agency (CIDA INC), and CIDA-financed trust funds Canada maintains in several IFIs to promote the use of Canadian consultants. Seek additional institutional help from two federal Crown corporations, namely EDC (Export Development Corporation) and the Canadian Commercial Corporation (CCC).