

After identifying projects of potential interest, one can obtain more detailed information (such as scope, size, timing and requirements of the projects) from the relevant Bank officers in Washington and Manila. Approximately 10-20% of the marketing initiative should be dedicated to maintaining contact with the IFI to gather and update essential project intelligence. At least 80-90% of the effort should be focused in the country where the project is to be implemented, in particular on the relevant executing agency.

Canadian Government Assistance

Canada: General information and orientation regarding doing business in projects funded by the World Bank and ADB can be obtained from External Affairs and International Trade Canada (EAITC) through the local International Trade Centres, or in Ottawa from the Export Finance Division (for both World Bank and ADB) or Asia Pacific South Trade Development Division (for ADB). Copies of ADB and World Bank loan documents are available (on loan) from the EAITC Library in Ottawa [613-992-6150]. EAITC's brochure, "International Financing Data: A Business Guide to Export Financing and other Financial Assistance" provides guidance on how to pursue international contracts funded by the IFI's.

Manila/Washington: The ADB and World Bank Liaison Officers in the Canadian Embassies in Manila and Washington can obtain specific program or project information including details on proposed projects such as scope, timing, requirements for consulting services, equipment requirements, names of Bank and Executing Agency officials, and other market intelligence. Upon request, Canadian firms can receive copies of project appraisal reports.

Regional: Trade commissioners in the Canadian Embassies or High Commissions in the beneficiary countries can provide marketing assistance, identify potential agents, and assist firms in establishing links with Executing Agencies in their respective territories.

Financial: Financial assistance in pursuing IFI business opportunities is available through Canadian Government programs such as PEMD and CIDA Industrial Cooperation.