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Firms will receive from the DACON Information Centre a complete registration package containing two diskettes and instruction materials. (Registration using these diskettes ensures that a consulting firm is included in the joint World Bank/IDB database.)

The World Bank also maintains a separate register of individual consultants with particular expertise in a wide range of sectors and fields. The Bank occasionally hires experts for short-term assignments, usually in the field, to supplement its own in-house expertise. Individual consultants can register themselves, and receive a reply from the World Bank within eight weeks, by sending a cover letter along with a résumé to:

Recruitment Division  
The World Bank  
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### **World Bank Marketing Strategy**

Before embarking on a World Bank marketing initiative, it is necessary to design an appropriate strategy. This includes determining the specific geographic markets to target and the level of human and financial resources available, both inside and outside the firm. A strategy would therefore address manpower and budgeting issues, as well as selecting those products, services and expertise which offer the most distinct competitive advantages.

Because of the long life cycle of a World Bank funded project (usually 2 to 5 years from Identification to Execution), companies pursuing World Bank procurement must be willing to dedicate sufficient financial and human resources to follow the marketing initiative through to the end.

It is important to be selective when initially approaching the World Bank market - competition is fierce and there is a high risk of wasting time and money if a solid base has not first been established. But with knowledge and experience, and