retain consultants directly. It is therefore necessary for you to become known by the IFI. An IFI cannot add your name to a short list drawn up by an executing agency; however, it can delete it if your firm is perceived as not being capable of performing the required service. It is important that you make the IFI aware of your capabilities. Again, do this early. It will enhance your chances of being favoured for later work on the project.

The techniques you might use to promote your services in a new market will vary somewhat according to the type of consulting in which you are engaged. However, your objective should be to convince the officials handling the project, both in the IFI and in the borrowing country, that your previous experience qualifies you to undertake the project, and that your methods and proposed approach are appropriate to the project's needs. Your efforts are likely to be enhanced by frequent visits to the country. There is no substitute for personal contact between you and your prospective client. In this regard, it may be a good idea to obtain a partner in the borrowing country, and to establish contacts there who can represent you in your absence.

Another way to make your services especially attractive is to offer your services to the prospective client with a financing package already in place. This can come from sources such as CIDA (various elements of its Industrial Co-operation Program), from various Canadian tied funds administered through IFIs (e.g., the Canadian Project Preparation Fund in the IDB and the Canadian Fund for Technical Assistance in the AfDB), or from the Export Development Corporation (EDC).

Before you go:

1. Contact the executing agency and advise them, without expecting a reply, of your intention to visit. Draft your letter carefully to make a good impression and express your interest in meeting project officers. (Refer to DEA publication *So You Want to Export...* for valuable tips, available through Info Export.) Address your letter to the appropriate person or office in the executing agency and send it the quickest way possible. Send a copy of the letter to the Canadian embassy in the country and request their assistance in following up.
2. Review and, if required, revise your company literature to make it suitable for the country you are about to visit. Make sure it is clear and in the business language used there.
3. When trip dates have been decided, notify the commercial counsellor at the Canadian embassy in the country of your intention to visit. (Refer to the *Business Directory of Canadian Trade Representation Abroad*, available through Info Export.) Indicate the kind of assistance you will need (e.g., introductions, briefings on local customs and business practices, identification of potential partners or representatives, lists of interpreters or translators, etc.).
4. Arrange a meeting with the IFI. This can be done through the Canadian embassy in the IFI headquarters city and may coincide with your trip to the borrowing country if they are in the same general region.
5. Find out the do's and don'ts of the country you are going to visit. For example, socializing is often part of the business aspect of your trip, while carrying suitcases and rushing through meetings is frowned upon. Try and talk to others who have made similar trips.
6. Make your travel arrangements, including passport, visas and/or other entry documents, vaccinations, etc.