



Banking on Development

***IF YOU DETERMINE THAT UNDERSTANDING
HOW OTHERS WIN PROCUREMENTS
THROUGH THE MULTILATERAL
DEVELOPMENT BANKS INCREASES YOUR
ABILITY TO COMPETE, THEN***

Attend an Informational Training Session that uses success stories to emphasize not only how to prepare an excellent project plan and well-structured financial bid, but also the importance of addressing the Banks' core missions to eradicate poverty and to help people help themselves.

SESSION A: Susana Florian, Senior Vice-President, Parsons Brinckerhoff

Success Stories: Constructing A Winning Bid

With the ever-increasing strides in globalization and with the need to integrate the developing countries into the world economy, the role and responsibility of the Multilateral Development Banks is on the increase. Their scope of endeavor and the processes they employ are ever evolving and you must stay abreast.

Our session is not a tutorial. We will provide an open forum that highlights success stories demonstrating how to prepare a winning bid for a Multilateral Development Bank funded project and how to convey in your bid and in your contacts with Bank staff, your capabilities to implement a project that benefits society over all in the project host country.

The Multilateral Development Banks epitomize "doing good" in a number of different ways. First and foremost, they aim to eradicate poverty in the developing countries and to build capacity for developing countries to sustain their development. To accomplish their aims, the Multilateral Development Banks provide opportunities for developed countries to penetrate these new markets with their goods and services.

The recipients of these goods and services need to benefit fully from the outcomes of the activities funded by the MDBs. If you fail to convey in your bid and in your contact with multilateral financial institutions that your mission is congruent with their mission, then you may severely impair your ability to compete successfully. Again, it is not enough to have an excellent project plan and a solid financial structure for implementing your plan, you must convince these institutions that you epitomize "doing good."