



Best Practices for U.S. Contractors at ADB

- Cultivate personal relationships at the bank.
- *Success or failure of a project lies with individuals...so the Bank wants to know "WHO WILL BE DOING THE WORK?"*
- Approach ADB staff personally and be well informed; ADB needs to get to know you, and you need to build credibility.
- If you're new on the block, bid, bid, bid in order to be taken seriously.
- Relationships "don't travel" within the Bank, so you need to cultivate many project officers.



Technical Assistance and Consulting Projects

- Personal connections are important.
- There needs to be name recognition - not just company reputation.
- Personal relationships may yield better information about project details and the selection criteria.
- Firms must go beyond electronic expressions of interest.



Loans and Project Activity

- Local information is power – having local presence in the borrowing countries is a big advantage.
- Relationships are important in Asia, and they must be maintained; otherwise, you won't be seen as a reliable partner.
- Learn emerging areas of focus at the bank.



Caveats....

- Be aware of the larger contract and how *your piece* fits into the entire project.
- ADB is “document- focused”, so learn how the system works, and what is required of you.
- Be aware of the administrative challenge of managing project documents. If you don’t, you may not get paid.



Marketing...U.S. “Best Practices”

- Stick to your specialization.
- Play to your strengths—have a sectoral and country strategy.
- Target consulting contracts that may lead to later project participation in a country *where you want to be*.
- Incorporated locally in a DMC market? That entity may bid and employ a majority local team, which is a good price strategy for less complex projects.
- To be competitive, buy local for project execution.
- ADB provides opportunities to *enter new target markets*, and helps you gain experience.



Good News...U.S. “Best Practices”

- ADB website is a great resource.
- ADB is *more transparent* than Inter-American Development Bank (IADB) and African Development Bank (AfDB).
- ADB seeks *value* for its borrowers — U.S. firms know how to deliver it.



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