



Successful US Contractors to the ADB

“General Best Practices”

- In the end “...it’s all personal”
- The Bank wants firms that *work*...reputation, reliability, overcome problems
- *Success or failure of a project lies with individuals...so the Bank wants to know “WHO WILL BE DOING THE WORK?”*
- People work with whom they *want* to work—approach ADB staff personally; be well informed; ADB must get to know you, and you must build credibility
- If new on the block, “...bid, bid, bid in order to be taken seriously”...project seriousness, quality, consistency and build trust
- Relationships “don’t travel” within the Bank...change and reorganization



Relating to technical assistance and consulting...U.S. “Best Practices”

- Advice that “its all personal” is doubly true
- Individual *team leaders* need name recognition, not just company reputation
- Once personal relationships are established, firms can ask probing questions (What’s required to be short-listed? Who’s on the evaluation committee?)
- Firms must go beyond electronic expression of interest
- TA business is challenging... Bank officers want more than they need & ask for more than they’re paying for.



Relating to loans and project activity... U.S. “Best Practices”

- Local information is power-- local presence offers advantage
- Leverage technology to build presence and credibility— website, the team, experience, global office network, strengths, successes, connection
- If US firm does *not* visit ADB and DMC: *How serious can the firm be?*
- “Asia is relationships”-- out in the lean years, return for the boom years.... “US will be seen as an unreliable partner”
- Over past decade, “...a shift in ADB project execution from hard science to soft sciences ...*environmental protection, social displacement, gender issues, disease transmission/prevention*”



Caveats....U.S. “Best Practices”

- **Local vested interest** may be contrary to goals of ADB-funded project- how to *understand, respond and help manage criticism*
- Be aware of larger contract and how *your piece* fits into upstream and downstream deliverables and the politics
- ADB “...cares more about social goals than contractor’s work and the commercial aspects of deliverables”
- ADB is “document- focused”--learn and play by the rules respectfully...balancing commercial goals and client deliverables



Caveats....U.S. “Best Practices” (cont.)

- Be aware of administrative challenge of managing project documents. If you don't, you may not get paid.
- ADB is accommodating DMCs in project competition...driving *more intense cost competition*
- The Q+CBS evaluations are *squeezing the margins*—how happy are the winners?
- “...expect within 3 years much more intense competition from *China and India.*”



Marketing...U.S. “Best Practices”

- **Stick to your specialization—let the competition worry because you are there**
- **Play to your strengths—have a sectoral & country strategy**
- **Target consulting contracts that may lead to later project participation and because it’s a country *where you want to be***
- **What’s the regional competition under the Q+CBS...*price is a factor***
- **Incorporated locally in DMC market? That entity may bid and employ majority local team. Good price strategy for less complex projects**



Marketing U.S. “Best Practices” (cont.)

- Local engineering centers *built on the backs of projects* can be retained for “*outsourcing*” of other projects to reduce costs
- Improve awareness of available technologies—work *upstream* in project cycles to educate ADB and borrowers--*specifications*
- To be competitive, buy local for project execution
- ADB provides opportunities to *enter new target markets*, building experience and gaining entry to USAID-funded projects, as well.



Good News...U.S. “Best Practices”

- Value in discipline that ADB brings to project development and procurement-- *accountability, responsibility, transparency*-- ADB rules prevail over domestic
- ADB website is great — use it well and often
- ADB is *more transparent* than IADB and AfDB
- ADB seeks *value* for its borrowers—US firms know how to deliver it



Important Contacts

- Contact:** American Business Center
25th Floor, Ayala Life - FGU Center
6811 Ayala Avenue, Makati City 1226,
Metro Manila, The Philippines
Ph: 63-2-887-1345; 887-1346; Fax: 63-2-887-1164
- U.S. Mail:** PSC 500, Box 33
FPO AP 96515-1000
- Websites:** www.export.gov
www.adb.org
- Email:** Kenneth Reidbord, kenneth.reidbord@mail.doc.gov
Cecile Santos, cecile.santos@mail.doc.gov