

Competitive Intelligence



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OVERVIEW OF PRESENTATION



- Competitive intelligence defined
- Relevant opportunities
- Information available publicly
- Assessment of competition & potential partners
- Incorporate intelligence into strategic approaches
- Proven success factors

COMPETITIVE INTELLIGENCE



- Defined*:
 - “a structured approach to gathering, analyzing and communicating data to make informed business decisions”
 - “data can be collected from publicly available published or human sources – primary and secondary sources”
- Essential to secure and enhance market share, especially in global markets

* Source: <http://competitive-intelligence.mirum.net/>



IDENTIFY RELEVANT IDB OPPORTUNITIES

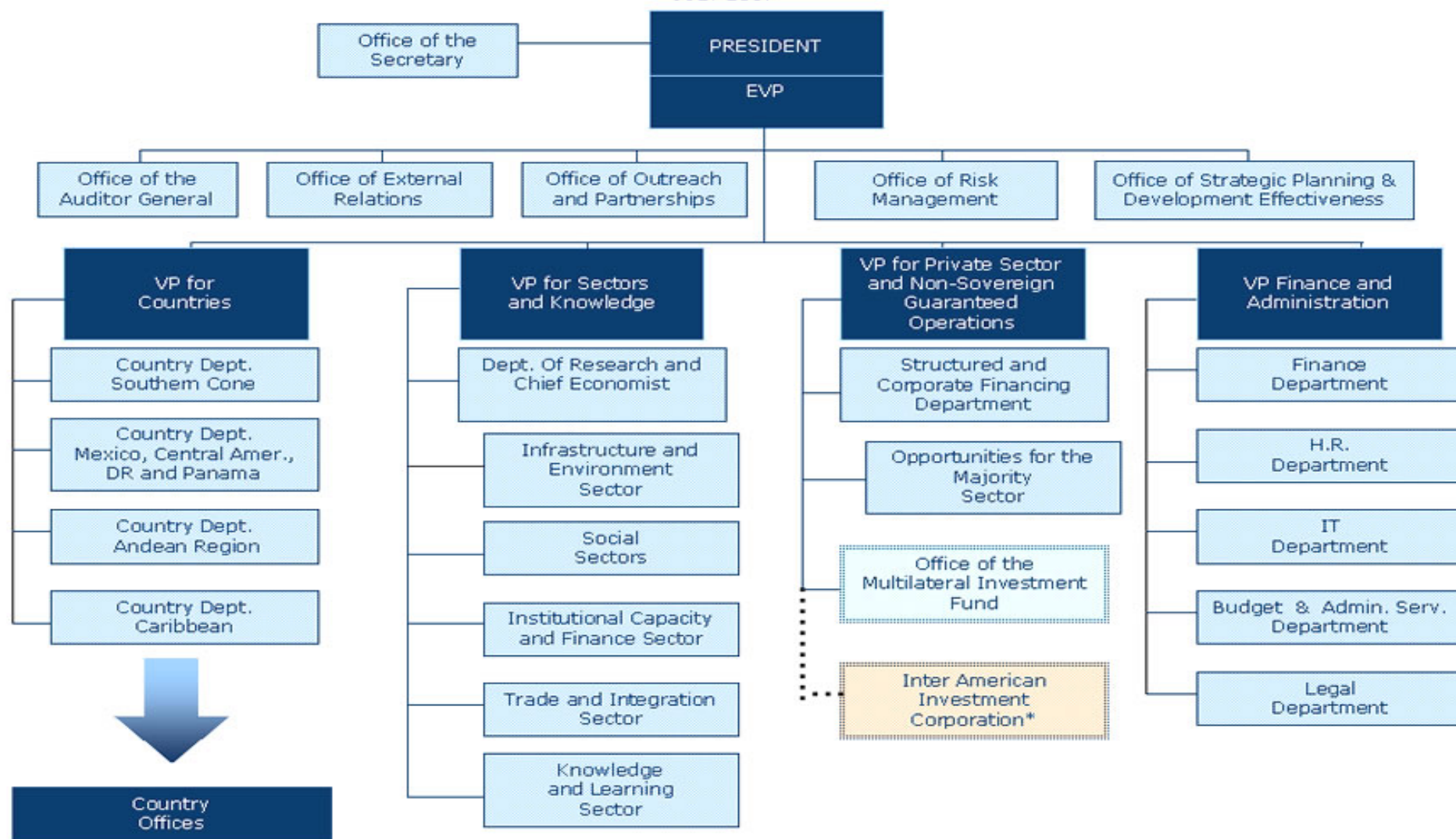
- Review sectors of activity and focus only on areas aligned with your expertise
- Understand organizational structure and location of decision-makers, including executing agencies
- Market Intelligence:
 - Headquarters: Washington, D.C.
 - Country offices: 26 in LAC region (technical & economic specialists)
- IDB resources (primary and secondary sources):
 - Country papers – overview of priority activities
 - Sectoral policy documents – reflect interests
 - Thematic business seminars
 - Lists of pipeline and approved projects

FIND AND ASSESS THE DECISION-MAKERS



IDB GROUP* STRUCTURE

JULY 2007



*The IDB Group consists of the Inter-American Development Bank, the Inter-American Investment Corporation (IIC) and the Multilateral Investment Fund (MIF). The IDB and the IIC are distinct public international organizations. The MIF is an IDB Fund Under Administration.

INFORMATION AVAILABLE PUBLICLY - PROJECTS AT FIRST GLANCE



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Projects

IDB Home > Projects [Español](#)
Print

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- [▶ Project Documents](#)
- [▶ Projects: An Overview](#)
- [▶ Project Cycle](#)
- [▶ Project Financing](#)
- [▶ Procurement](#)
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Project Gateway



The IDB's project gateway provides detailed information on the Bank's entire portfolio of projects. It gives you access to financial data, the status of the project, descriptions, procurement information and project documents, and includes:

- The **projects database**, which has descriptive and financial data on all individual projects.
- The **project documents** database, containing documents generated by the Bank during the preparation and implementation of all projects approved since 1995.

Projects database

Keyword Search ▶ <input type="text"/>	Country ▶ <input type="text" value="All"/>
Status ▶ <input type="text" value="All"/>	Financial Product ▶ <input type="text" value="All"/>
Project Number ▶ <input type="text"/>	Sector ▶ <input type="text" value="All"/>

▶ ▶ ▶ [Advanced Search](#)

<http://www.iadb.org/projects/>

PROJECT PROCUREMENT PLANS



Financial Information	
Total Cost - Historio	USD 18,000,000
Country Counterpart Financing - Historio	USD 7,200,000
IDB Financing	
Financing Type	Single Currency Facility
Fund	Ordinary Capital
Reporting currency	USD - United States Dollar
Reporting Date	SEP 30, 2005
Approved Amount - Historio	USD 10,800,000
Cancelled Amount - Historio	USD 0
Undisbursed Amount - Historio	USD 10,800,000
Disbursed to Date - Revalued	USD 0
Repayments - Revalued	USD 0
Principal Debt Relief Amount - Revalued	USD 0
Amount Outstanding - Revalued	USD 0
Income Collected - Revalued	USD 0
Debt Service Projection	

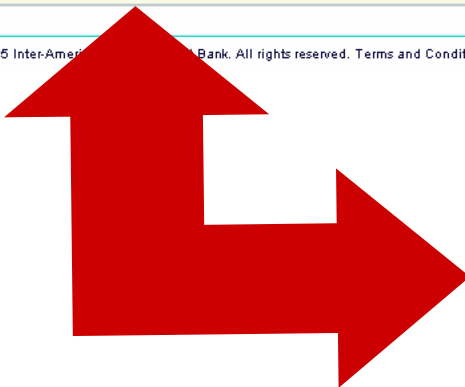
Roles & Responsibilities

IDB Country Office Specialist	Poveda, Juan
Borrower	Republica Federativa Do Brasil
Executing Agency	MINISTÉRIO DO DESENVOLVIMENTO AGRÁRIO Genávia Aparecida da Silva Lobo

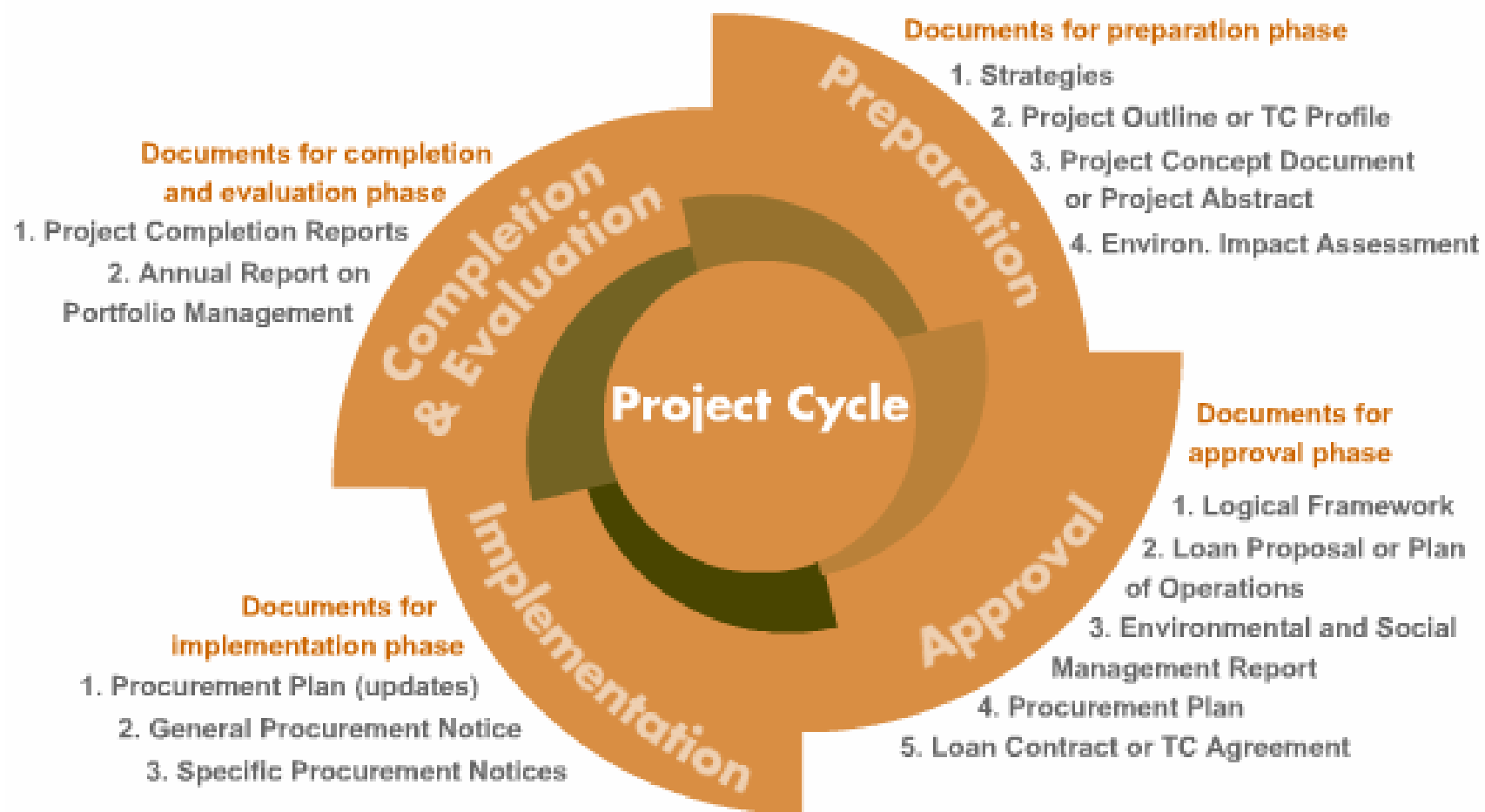
Documents

Programa de Catastro y Regularización Fundiaria - I Etapa Project Concept Document (PDF 287kb) - 7 July 2004
Programa de Catastro de Tierras y Regularización Fundiaria Environmental & Social Management Reports (PDF 504kb) - 1 September 2004
Programa de Catastro de Tierras y Regularización Fundiaria del Brasil Loan Proposal (PDF 585kb) - 22 June 2005
Land Regularization and Cadastre Program Loan Proposal (PDF 543kb) - 22 June 2005
Procurement Plan Procurement Plan (MSWORD 61kb) - 5 July 2005

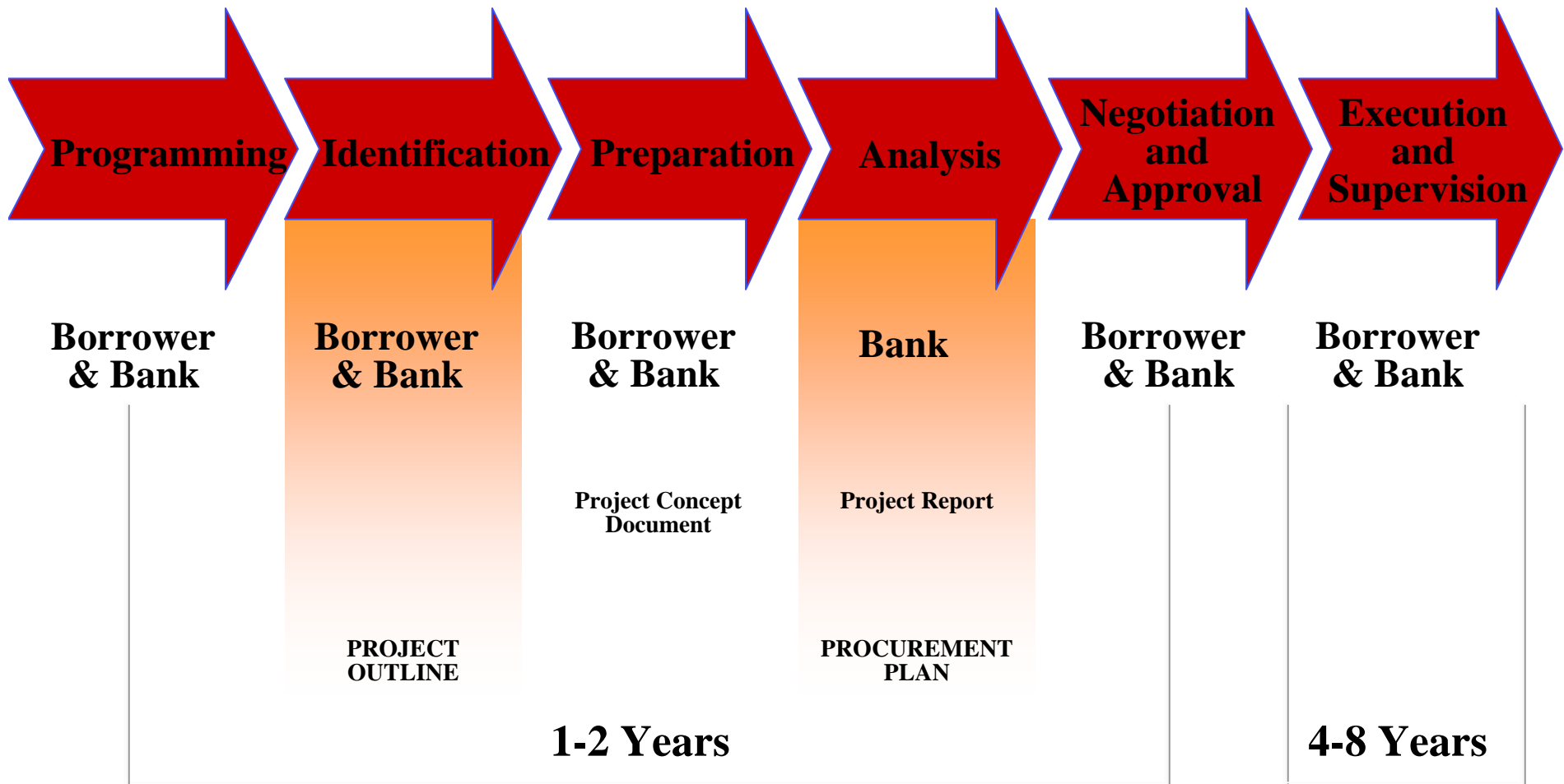
Aquisições Principais do Projeto	FONTE DE FINANCIAMENTO		Método de aquisições ¹	Pré-qualificação	Aviso Especifico de	Estatus ²
2. SERVIÇOS DE CONSULTORIA						
Desenvolvimento do Sistema de Informações do Programa - SIP Desenvolvimento de aplicativos para o SIP Valor Total: US\$ 400.000	0	100	LPN/TP	Não	3º TR/05	Pendente
Desenvolvimento do Sistema de Gestão do Programa- SGP Desenvolvimento de aplicativos Valor Total: US\$ 200.000	0	100	LPN/TP	Não	3º TR/05	Pendente
Capacitação de Servidores (03 Lotes) Capacitação dos funcionários das OET's e INCRA Valor total: US\$ 330.000	0	100	LPN/TP	Não	3º TR/05	Pendente
Adequação dos Cartórios Capacitação de funcionários Valor Total: US\$ 170.000	100	0	LPN/TP	Não	3º TR/05	Pendente
Linha de Base Elaboração da linha de bade do programa Valor total: US\$ 100.000	100	0	LPN/TP	Não	3º TR/05	Pendente
Avaliação Intermediária e Relatório Final Elaboração de Relatórios de avaliação intermediária e final do Programa Valor total: US\$ 100.000	100	0	LPN/TP	Não	2º TR/07	Pendente



IDB PROJECT CYCLE – AT FIRST GLANCE



IDB PROJECT CYCLE WITH TIMELINES



PROCUREMENT INFORMATION - AT FIRST GLANCE



Inter-American Development Bank Search: GO

IDB Home About the IDB News Countries Topics Projects Research Publications

Project Procurement Information

Procurement Home Procurement News Procurement Links English Español Português Français 22-May-2007

Procurement Information Select a Country to view its current procurement information.

PROCUREMENT NOTICES

- General - GPNs **RSS**
- Specific - SPNs **RSS**

PROJECT INFORMATION

- Projects Pipeline **RSS**
- Projects in Execution **RSS**
- Procurement Plans **RSS**
- Projects Completed

AWARDED CONTRACTS INFORMATION

- Contract Information

E-PROCUREMENT

- MDB e-GP

TOOLS

- Thresholds
- P. Plan Model
- Borrowers Guide
- Incoterms
- Glossary of Terms

IDB Borrowing Countries

- ARGENTINA
- BAHAMAS
- BARBADOS
- BELIZE
- BOLIVIA
- BRAZIL
- CHILE
- COLOMBIA
- COSTA RICA
- DOMINICAN REPUBLIC
- ECUADOR
- EL SALVADOR
- GUATEMALA
- GUYANA
- HAITI
- HONDURAS
- JAMAICA
- MEXICO
- NICARAGUA
- PANAMA
- PARAGUAY
- PERU
- SURINAME
- TRINIDAD AND TOBAGO
- URUGUAY
- VENEZUELA

PROJECT PROCUREMENT DIVISION

DEV/PRM

- POLICIES AND PROCEDURES**
 - Policies
- STANDARD DOCUMENTS**
 - Goods
 - Works
 - Consulting Services
- PROCUREMENT COMMITTEE**
 - Summary of Cases
 - Protests
- TRAINING**
 - Business Briefings
 - Online Courses
- DEV/PRM**
 - About DEV/PRM
 - Contact DEV/PRM

<http://www.iadb.org/procurement/>



Project Procurement Information

AWARDED CONTRACTS INFORMATION

ALL AMOUNTS IN \$US Dollars.

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PRM- I 3 CONSULTING SERVICES SUMMARY BY NATIONALITY

1. Include Contracts between the following period of time:

Contract Date From: Jan 01 2005 To: Nov 29 2005

2. Select Borrowing Countries:

All
ARGENTINA
BAHAMAS

3. Select Nationalities:

All
ARGENTINA
AUSTRIA

4. Select Sectors:

All
AGRICULTURE AND RURAL DEVELOPMENT
CAPITAL MARKETS

5. Company / Consultant Name:

6. Select Funds:

All
ARGENTINE FUND
AUSTRIAN TECHNICAL COOPERATION TRUST FUND

7. Include Contracts for the following Consulting Services:

Individual Consultants

Consulting Firms

Individual Consultants and Consulting Firms

Mayor Services:

All
AGRICULTURE AND RURAL DEVELOPMENT
CONSTRUCTION INDUSTRY DEVELOPMENT

Minor Services:

All
ACCOUNTING/AUDITING
AERIAL SURVEYS SATELLITE IMAGERY

8. Select Project Number (s):

All
AR-L10
AR0032

9. Select Loan Number (s):

All
1000/SF-HO
1001/SF-NI

10. Contract Number:

ALL (e.g. C00241)

Reset

RUN THE REPORT

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Regional (RG): Programmed Bank activities aimed at financing either a loan or technical cooperation project, in which more than one borrowing member country benefits. The resulting financing may be granted to multilateral or regional organizations.



ANALYZE THE COMPETITION

- WHO ARE THE WINNERS AND LOSERS?

- Assess findings
- Learn by example
- Copy best practices
- Be strategic

The screenshot shows the 'Project Procurement Information' website. The main heading is 'PROCUREMENT CONTRACTS SIGNED BY BORROWERS'. Below this, there are two main categories: 'Goods and Works' and 'Consulting Services'. Each category has a 'Detailed Information' section and a 'Summaries' section. Under 'Goods and Works', the summaries include 'Summary By Borrowing Country' and 'Summary By Firm Nationality'. Under 'Consulting Services', the summaries include 'Summary By Borrowing Country' and 'Summary By Nationality'. The website also features a navigation menu at the top with options like 'Procurement Home', 'Procurement News', and 'Procurement Links', and a sidebar with various links and resources.

The screenshot shows the 'The World Bank Group Procurement' page. The main heading is 'Summary and Detailed Borrower Procurement Reports'. Below this, there is a paragraph explaining that the set of reports herein include summary reports and detailed reports for commitments against prior-review bank-funded contracts awarded under IDA/IBRD investment projects. It also mentions that summary reports are broken down by OECD and non-OECD countries, and detailed reports are country-specific and cover 29 countries that currently have Private Sector Liaison Officers (PSLO) network representatives. There is a link to an 'attached presentation' for more information. Below this, there is a section for 'Summary Reports' with two sub-sections: 'Summary by Region and Procurement Category' and 'Summary by Region and OECD Category'. Each sub-section has a brief description of the report's content.

<http://itsdc16.iadb.org/idbppi/asp/procurement.aspx>

PROPOSAL EVALUATION CRITERIA



Actual criteria vary depending on nature of work, country, etc.

	<u>Approx.. +/-</u>
Consultants' Specific Experience	0 to 10 pts
Qualifications of Key Personnel (CVs)	30 to 60 pts
Methodology (Approach & Work Plan).....	20 to 50 pts
Transfer of Knowledge	0 to 10 pts
Participation by Nationals (Use of local consultants)	<u>0 to 10 pts</u>
	100 points

Quality-Cost Based Selection is Most Common

~ Usually 80% weight for quality and 20% for cost ~

INCORPORATE INTELLIGENCE INTO STRATEGIC APPROACHES



Basic Concept:

Who? What? Where? When? Why? How?

Tremendous Results

WHY:

- IDB: leading source of non-private funding for development projects in the LAC region; wide-range of sectors
- Tremendous potential for spin-off opportunities
- Good reputation exists for Canadian firms active in the region
- Several niche markets for Canadians in IDB projects

ENHANCE MARKET INTELLIGENCE



WHO:

- Utilize Trade Commissioner Service for intelligence on specific projects, potential clients, local partners, etc.

<http://www.infoexport.gc.ca/>

WHAT:

- Thorough assessment of competitive advantage to determine priority / niche markets in region
- Ensure products / services offered are relevant

WHEN:

- Monitor IDB pipeline projects early on and be creative

WHERE:

- Frequent and careful review of most promising projects
 - Subscription to UN Development Business, IDB Online
 - Contacts/local partners in the region

ENHANCE INTELLIGENCE CONT'D



HOW: RECOMMENDED PRACTICES

- Develop an extensive support network
- Focus on relationship building and follow-up
 - Decision-makers, local partners, etc.
- Gain credibility in target markets
- Creatively assess clients and competition
 - e.g. sub-contracting
- Differentiate your value-added services



PROVEN SUCCESS FACTORS



International Trade Canada
Trade Commissioner Service

Commerce international Canada
Service des délégués commerciaux

Canada

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Home	Infoexport		The Department	



Tsunami Information

- [Welcome](#)
- [What's New](#)
- [Procurement](#)
- [Project Finance](#)
- [Success Stories](#)
- [Support Network](#)
- [Government Programs](#)

Success Stories

- [by Region](#)
- [by Sector](#)

By Institution

- [\[World Bank\]](#) - [\[African Development Bank\]](#) - [\[Asian Development Bank\]](#)
- [\[Caribbean Development Bank\]](#) - [\[European Bank for Reconstruction and Development\]](#)
- [\[Inter-American Development Bank\]](#) - [\[North American Development Bank\]](#)
- [\[United Nations Agencies\]](#) [\[Bilateral Development Agencies\]](#)

<http://www.infoexport.gc.ca/ifinet/success/successinst-e.htm>

FOR MORE INFORMATION



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