



Private Sector Directorate

CANADIAN INTERNATIONAL DEVELOPMENT AGENCY

**IFI Bootcamp
Victoria, B.C.
September 9 to 12, 2007**

Canada 



CIDA MANDATE

CIDA supports sustainable development in developing countries in order to reduce poverty and to contribute to a more secure, equitable and prosperous world.

CIDA FIVE PRIORITIES

1. Promoting Good Governance
2. Improving Health Outcomes
3. Strengthening Basic Education
4. Supporting Private Sector Development
5. Advancing Environmental Sustainability
6. Gender equality



Private Sector Directorate

CIDA's INDUSTRIAL COOPERATION PROGRAM (CIDA-INC)

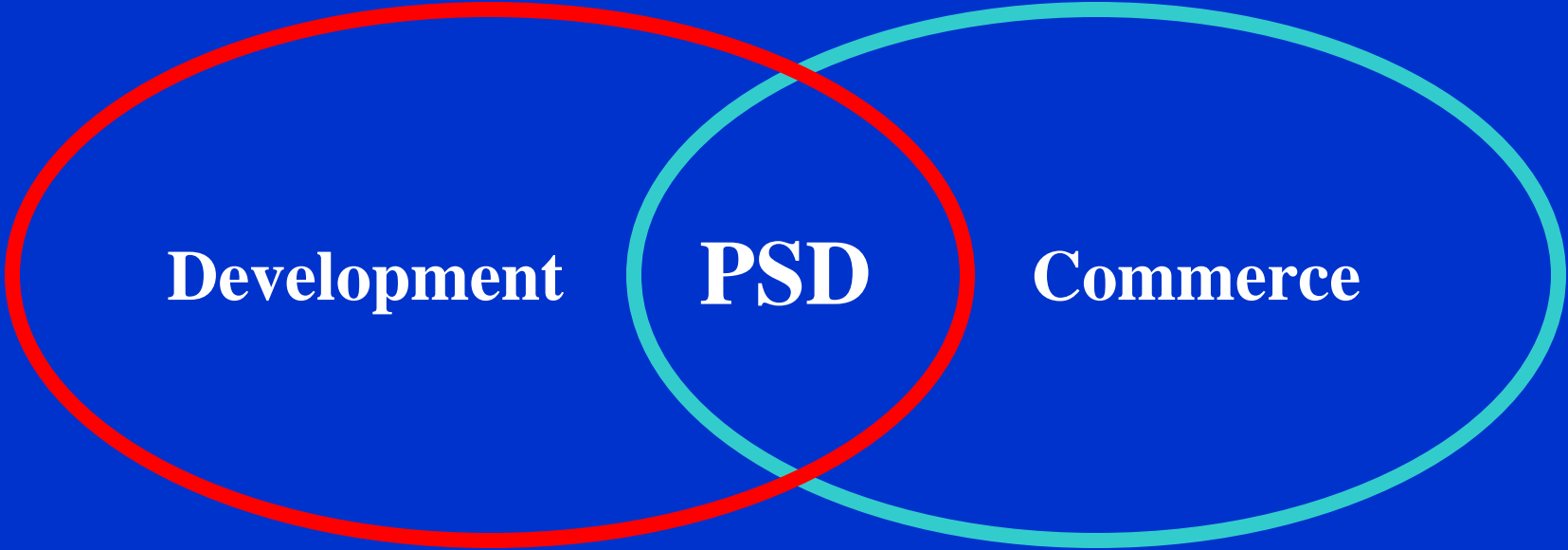
**PRIVATE SECTOR DIRECTORATE (PSD)
CANADIAN PARTNERSHIP BRANCH (CPB)**

WHO ARE WE?

- Support private sector initiatives
- Interested in development results
- Cost-sharing of projects
- No straight exports or sales promotion



DEVELOPMENT AND COMMERCE



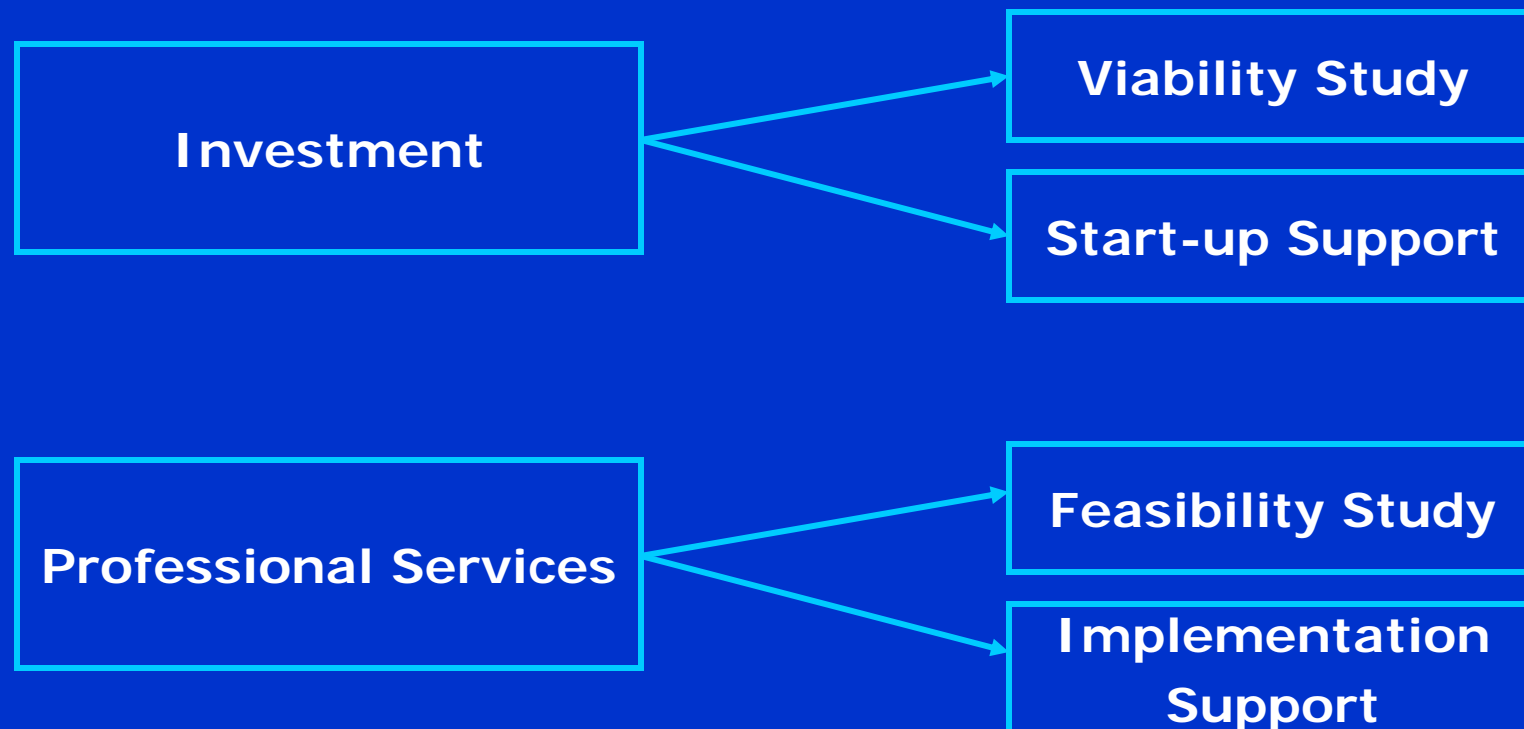
FOUR PRIVATE SECTOR DEVELOPMENT AREAS

- Industrial Cooperation (CIDA-INC)
- Investment Facilitation
- Institutional Development
- Trade Facilitation

CIDA-INC Program

- Engage the Canadian private sector
- Promote sustainable development
- Support mutually beneficial long term collaborations

SUPPORT MECHANISMS



SUPPORT MECHANISMS

INVESTMENT

- **Viability Study**
 - Cost-share
 - Joint venture with or without a local partner.
- **Start-up Support**
 - Once the joint venture is launched
 - Up to 25% of Canadian partner's investment
 - For gender equality, training, environment, social activities

PROFESSIONAL SERVICES

- **Feasibility Study**
 - Cost-share
 - Preparation for incoming proposals or tender calls with assured financing
- **Implementation Support**
 - Once the firm has secured contract
 - For gender equality, training, environment, social activities



INVESTMENT

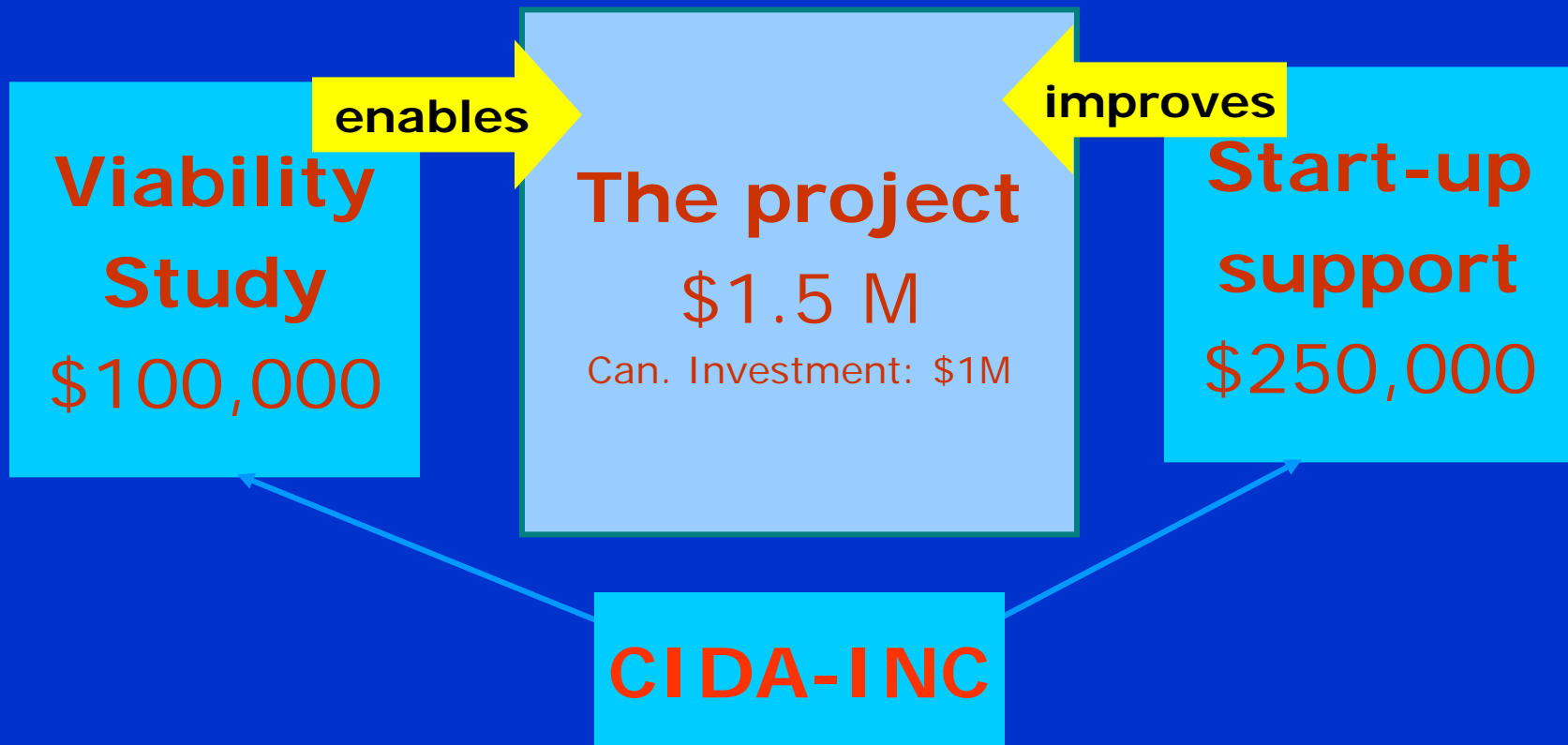
PHASE	SECTOR	OBJECTIVE	CONTENT
Viability Study	Goods and services production	Signature of a long term cooperation agreement	<ul style="list-style-type: none">• Market analysis• Technical feasibility• Corporate social responsibility plan (social and gender dimensions and community development)• Environmental assessment and environmental management plan• Management and technical training plan• Legal and financial framework; partnership agreement; business plan
Start-up Support	Goods and services production	Implementation of a long term partnership	<ul style="list-style-type: none">• Technology transfer• Implementation of action plans developed in the detailed study or its equivalent



PROFESSIONAL SERVICES

PHASE	SECTOR	OBJECTIVE	CONTENT
Feasibility Study	Canadian consulting and engineering firms	Commitment of funding sources and governments to implement the project and approval by all parties involved	<ul style="list-style-type: none">• Environmental assessment and environmental management plan• Social integration and gender-equality plans• Technical feasibility• Detailed project-cost analysis• Management and technical training plan• Legal and financial framework
Implementation Support	Canadian consulting and engineering firms	Participation of Canadian firms in implementing a complementary developmental component	<ul style="list-style-type: none">• Technology transfer• Implementation of action plans developed in the feasibility study or its equivalent

INVESTMENT PROJECT (EXAMPLE)

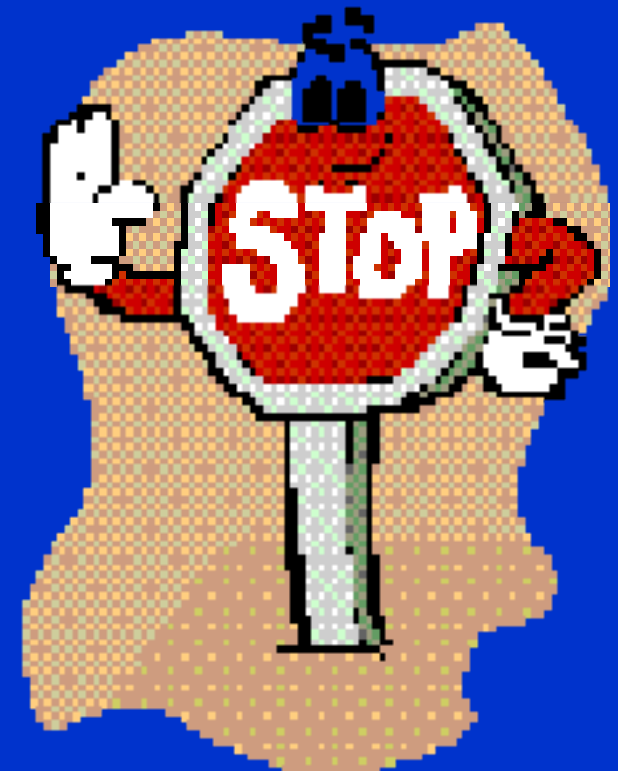


PROJECT REQUIREMENTS

- Transfer of technology or knowledge
- Benefits to host country
- Access to downstream financing

UNSUITABLE PROJECTS

- Product / Service demo
- General Management plans
- Preliminary Market Analysis
- Speculative Activities
- Military Activities
- Nuclear Projects
- Straight sales / exports



TO BE ELIGIBLE

A Company must have:

- 3 years of Canadian experience
- > \$700,000 in sales for 2 years
- Proven track record
- Sufficient financial resources
- Ownership of technology to transfer
- Human & technical resources
- Access to downstream financing

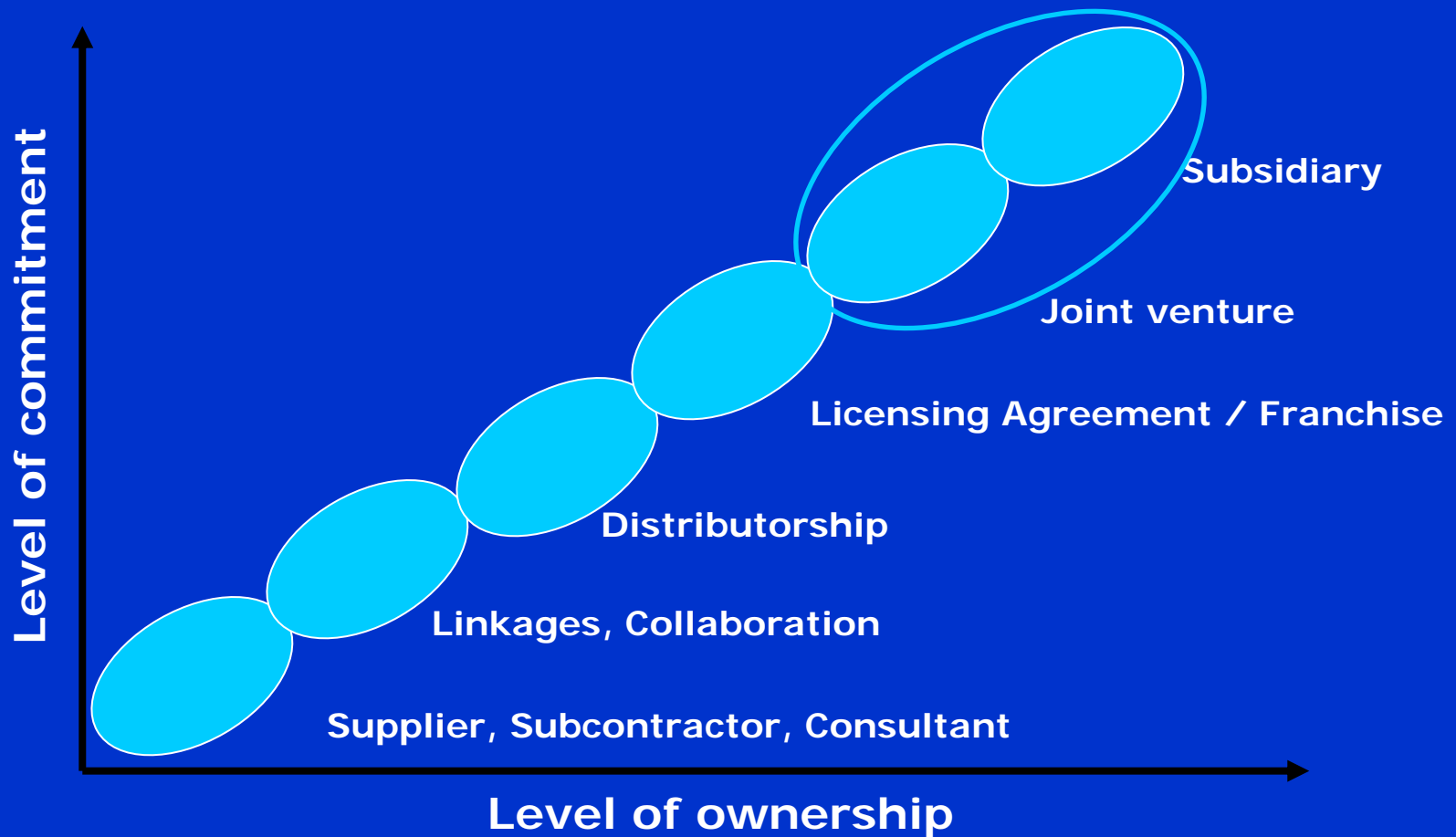


PROFESSIONAL SERVICES

The Canadian firm must also:

- Confirm access to financing for the downstream project
- Negotiate a project agreement with the Host Country client without making CIDA-INC a party to the agreement

BUSINESS RELATIONSHIPS



OTHER KEY PLAYERS

- Foreign Affairs Canada
- International Trade Canada
- Export Development Corporation (EDC)
- Industry Canada
- Canadian Embassies
- International Trade Centres
- Canadian Business Service Centres
- Provincial Ministries of Industry and Economic Development

KEEP IN TOUCH ...

- BEFORE submission of proposal: to determine if it is acceptable
- DURING the approval process: to clarify and improve the proposal
- AFTER approval: to provide a progress report

HOW TO REACH US

- TELEPHONE

 **1-800-230-6349**

 **819-997-5456**

- E-mail: dsp_psd@acdi-cida.gc.ca

- Web: www.acdi-cida.gc.ca/psd

- Fax: 819-953-5024