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Trade Commissioner Service

Supporting Canadian Companies in the Asian Development Bank

25 June 2026

Jeï Edora

Trade Commissioner and ADB Liaison

Role of the ADB Liaison

- help Canadian firms access business opportunities through International Financial Institutions (IFIs)
- We provide TCS Key Services to clients who are export-ready and prepared to bid on IFI funded projects or seek financing for developmental projects or initiatives

www.tradecommissioner.gc.ca



Role of the ADB Liaison

Assist clients to:

- Prepare for developing and emerging markets by promoting the awareness of doing business with IFIs in Canada (IFI BOS events) and in the region
- Assess their market potential for the IFIs
- Identify qualified key contacts within the IFIs
- Resolve problems
- Coordinate Canadian participation in key events, eg. sector-specific trade missions; and organize side programs
- Coordinate speaking opportunities
- Disseminate business opportunities



How do Clients Get Started with IFI Projects?

- Know the IFI and Country Strategy
- Understand the Project Cycle
- Understand how bidding works
- Build key relationships
- Consider local partners to increase chances of winning
- Get involved early and be patient



“MUST Dos” for Client Success at IFIs

- Be prepared before visiting an IFI
- Understand how bidding works and, know the rules of when to engage with staff
- Focus on competitiveness
- Review contract awards data to understand competition and identify potential partners
- Establish regular contact with the IFI (visit, meeting, email)
- Clarify issues before submitting a bid
- Be responsive to what the IFI is seeking
- Submit compliant bid before deadline
- Follow up and request feedback

When in doubt, seek written clarification





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