

Sub-Saharan Africa by three people in 2000;

- A new commercial officer has been hired in Lagos, Nigeria;
- One additional trade desk officer will be added to the Africa Bureau in Ottawa;
- Overall, the budget for Sub-Saharan Africa trade and investment development will be increased, and additional financial resources will be made available to trade offices in Africa;
- New market studies will incorporate a regional approach when appropriate.
- ◆ By working with like-minded African states and trade officials in bilateral relationships and multilateral forums to strengthen international investment protection and trade regimes and decrease specific impediments to exporting to Africa;
- ◆ By promoting mutually beneficial direct investment, strategic alliances, and joint ventures (including technology transfer) in areas of Canadian expertise through:
 - Working with the Canadian Alliance for Business in South Africa (CABSA) to foster mutually beneficial joint ventures that can lead to exports and technology transfers to South Africa. CABSA also has representatives in Canada as a point of first contact, and good regional linkages in Southern Africa;
 - Working with CIDA's Industrial Cooperation Division (CIDA-INC) to increase applications for African projects and adapt the program to regional initiatives;
 - Ensuring that the Program for Export Market Development (PEMD) takes into account the market realities and higher prospecting costs of Sub-Saharan Africa.
- ◆ By co-operating with the Trade Facilitation Office Canada in helping African diplomatic missions, investment promotion agencies, and exporters to increase their profile in North America.
- ◆ By co-ordinating efforts, promoting African opportunities, and sharing knowledge with other relevant federal, provincial, and territorial departments and agencies responsible for trade and investment promotion;
- ◆ By actively promoting a regional strategy for doing business in Africa that takes advantage of Canada's natural comparative advantages including bilingualism and multiculturalism through:

*Objective:
Expanding Trade*

Exports to Sub-Saharan Africa doubled between 1994 and 1998. Trade development resources are being redeployed to build on this momentum.