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Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada



More dynamic than ever

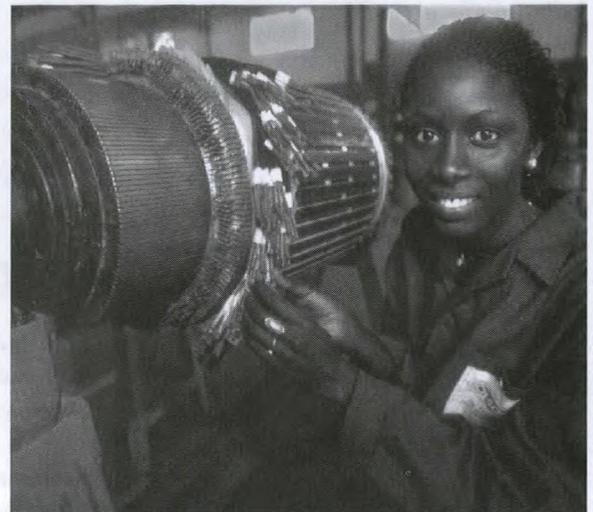
## Africa's emerging economies on the move

**E**ver increasing numbers of Canadian companies are discovering the wealth of opportunities that exist in sub-Saharan Africa. With an average return on foreign investment among the highest in the world, exporters and investors want to see what Africa has to offer.

### Positive change

The last five years have seen distinct improvements in the stability and democratization of Africa. Angola, having emerged from a 27-year civil war, is considered one of the markets to watch, in no small part because of its vast untapped oil reserves. Peace talks are underway to end Sudan's 20-year war. Nigeria, with the largest population on the continent, has had two consecutive democratically-elected governments and constitutes a market of immense purchasing potential for

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A technician trains in one of three plants Quebec-based Dubé International set up in co-partnership in Senegal: an example of Canadians doing business successfully in sub-Saharan Africa.

Photo: CIDA-ACDI / Pierre St-Jacques

## Getting the right export advice

**T**he Internet and other global trends have helped create an international marketplace that is not limited to geographic area or company size. While this offers tremendous opportunities for smaller exporters, these businesses frequently lack the network of firms and individuals that is available to larger businesses.

So whether a small business wants to export to the U.S. or further afield, the need for timely, practical advice is critical. Not surprisingly, many owners and operators turn first to a business advisor, who in many instances has been an important part of

the operation since its start-up. While this is always a sound strategy, soliciting any advice on how to run your business—whether from peers, mentors, accountants, lawyers or management consultants—must be approached with due diligence on your part.

Let's consider accountants. First, accountants, like many other professionals, often concentrate on a particular field. Some specialize in personal or business taxation, some are more closely involved with managing the books and audits, while others take a much broader view of business

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