

VI. A Final Reminder

The Africa Trade Development Division (GAT) in EAITC is most interested in opportunities presented by African Development Bank Group contracts. The projects financed by the Bank are expected to exceed \$10 billion by the year 2000.

This interest is a major reason behind Canada's contribution of \$7 million to the financial institution as part of the bilateral technical assistance fund which has been extended until 1990 and makes it possible to assign Canadian experts and consultants to Bank headquarters, to pay for training of ADB personnel or officials from countries that borrow from Canada, and to finance pre-investment studies on projects that may go into the Bank group system.

In order not to be left behind, the commercial sections of Canadian embassies on the African continent are making every effort to keep informed of the latest project developments and to send details to the various Canadian companies active in their specific geographical area. By taking advantage of the services your government offers and by calling upon the experience of commercial officers, you will be able to create a strategy which maximizes your chances for success in these markets. The experience acquired in the field by many Canadian companies that have participated in the bilateral programs of CIDA and in the Industrial Co-operation Program is virtually a pre-requisite for success in these complex and difficult markets that do not always produce short- and medium-term results.