

people to showcase what Canadian business can offer, and programs will be specifically designed to introduce suppliers (supported by export financing) to them.

◆ By closely monitoring economic developments in Sub-Saharan Africa, and disseminating information and market intelligence to the Canadian business community using a full range of communications channels, including the International Business Opportunities Centre, various Internet mechanisms, and relevant trade associations:

□ The Trade Commissioner Service will use new methods of analyzing project proposals by international financial institutions (IFIs) and development institutions to help alert Canadian companies about upcoming contracts for goods and supplies, which make up fully 60% of the value of development-related IFI projects;

□ The procurement offices of industrial groups in regional centres (including the three regional hubs: Johannesburg, Abidjan, and Nairobi) will be actively monitored and supplied with Canadian leads.

◆ By challenging, where possible, the negative portrayal of Africa in the media so that Canadian companies, the financial community, and the general public will seriously consider the region as a business or investment destination:

□ Where time and resources permit, trade officers can engage in an informal outreach and promotion program in Canada; this can include speaking engagements, informal meetings, and helping companies already successful in Africa to arrange inward visits by business and investment groups.

2) Expanding Two-way Trade and Market Access

A vibrant African private sector is critically important for long-term African socio-economic development and poverty alleviation, as well as for Canadian prosperity and global stability objectives. This requires sustained global liberalization and integration efforts that take account of Africa's economic strengths and weaknesses. Expanding trade, increasing market access, and strengthening investment protection is a mutually beneficial two-way street, accomplished via a multitude of methods:

◆ By focussing trade promotion and support efforts on priority markets and sectors that conform to Canada's strengths and Africa's growth points (including the provision of market reports and planning for targeted trade missions and trade shows), and gearing up trade support resources to match these requirements:

□ The Trade Commissioner Service is increasing its Canada-based staff in

*CABSA,
CIDA-INC,
and PEMD
are programs
designed for
Canadian SMEs
going global.*

