

## 7.0 DFAIT'S POLICIES

The strategic direction given to the Department's mandate and role comes from the three key objectives of Canada's foreign policy set out in the Government's statement, *Canada in the World*:

The Department is responsible for:

- Conducting all diplomatic and consular relations on behalf of Canada;
- Conducting all official communication between the Government of Canada and the government of any other country and between the Government of Canada and any international organization;
- Conducting and manage international negotiations as they relate to Canada;
- Coordinating Canada's economic relations;
- Fostering the expansion of Canada's international trade;
- Coordinating the direction given by the Government of Canada to the heads of Canada's diplomatic and consular missions and to manage these missions;
- Administering the foreign service of Canada; and
- Fostering the development of international law and its application in Canada's external relations.

### Africa Trade Strategy 2000

In recognition of the opportunities that Africa offers as region and of the Canadian industry capabilities to match the needs of the this emerging market, DFAIT created an Africa Trade Strategy. The Strategy designed for the Sub-Saharan Africa is designed to:

- Help Canadian companies compete successfully and take maximum advantage of trade opportunities in Africa
- Focus Trade Commissioner Service efforts on responding to Africa's emerging opportunities; and
- Show how Canadian companies can work with Trade Commissioner Service and its expanding network of partnerships with other federal and provincial government departments, agencies, industry associations, and the private sector.

The strategy is closely linked to longer-term, strategic goals of Canadian foreign policy aimed at helping Africa reduce poverty levels and integrate into the global economy. It also takes into account the business-specific challenge offered by a tiered emerging market dominated by South Africa but including over 40 less developed countries. Thus, the strategy has the following four main objectives:

- 1) Image building: marketing Africa and Canada;
- 2) Expanding Two-way trade and Market Access;
- 3) Mobilizing the Private Sector; and
- 4) Integrating Africa into the new Economy.

Parts of this strategy, such as disbursement of \$50,000 for project proposals to Canada-Africa business associations with national focus were quickly implemented. There is an increase of visits of African leaders to Canada and of Canadian officials to Africa. Most parts of the Strategy are yet to be visibly implemented.