

(g) **Trade Missions:** There have been few official trade missions to Africa

- To improve the image of the opportunities for Canadian business in individual countries and regions of Africa, more trade missions should be organized particularly focussing on emerging sectors such as: information technology, health, education, culture, tourism and other niche markets in areas of expertise of Canadian SMEs (e.g. agriculture, wastewater, media, health, good governance, environment etc.).

(h) **Business Linkage Facilitation**

- The model business linkage activities used by the project, Canadian Alliance for Business in South Africa (CABSA) were recommended for duplication either on a regional basis (e.g. Southern Africa, Eastern Africa, etc.) or on a bilateral basis in key Canadian trade partners (e.g. Senegal, Ghana, Nigeria, Uganda, Tanzania). The CABSA model has been developed over a 20-year period. The CABSA team based both in Canada and, in this case, South Africa identify Canadian companies looking to find partners in South Africa and find South African partners for them. The same is true for South African companies looking for Canadian partners. The CABSA team briefs the Canadian companies, often whom have very little previous knowledge of Africa or South Africa, on the opportunities and challenges. The opportunities to increase the involvement of Canadian SMEs in specific countries in Africa operating in specific niches are enormous. This business linkage project has been supported by CIDA's Industrial Cooperation Program (CIDA INC). CIDA INC, through additional support from the proposed Africa Fund should duplicate this project in the other regions and countries in Africa that show the most economic and developmental promise. A description of CABSA is presented in Appendix 5.
- This process and the long-term possibility of success would be greatly enhanced if major financing from EDC or a DFI is available for small and large projects in Africa.

(i) **Market Opportunities:** Africa is a continent with more than 600 million people in 55 countries.

- Even in countries with political instabilities there are large opportunities. Canada must take new approaches in capacity development as traditional technical assistance has not been successful. There are opportunities to partner with companies and have them adopt ISO standards to make them internationally competitive. Thus, there is a market for ISO trainers and certification organizations. These market opportunities can be developed using a "CABSA" model as described earlier.

(j) **Used Equipment**

- Some Canadian companies have run into difficulty not knowing all the regulations that might affect them working in some countries. Trade Commissioners and officers must be fully briefed on these. One example is the legality of importing used equipment from certain countries into African countries. Finding out this was illegal after the equipment had already been purchased from a European country was a very expensive mistake for one company.