

(engineering, management, education and training, banking and financial). Recently, Algeria indicated that it will give priority to importing agricultural commodities, construction material and pharmaceutical products.

- **Morocco:** Opportunities exist in agriculture, telecommunications, transportation, industrial infrastructure, oil and gas and energy, environment, computer equipment and services, education and training, and financial services.
- **Tunisia:** There is potential in oil and gas, environment, telecommunications, transportation, electricity generation and transmission, and financial services.
- **Sub-Saharan Africa:** With the exception of South Africa, available resources dictate that Canada target its trade development program on the following countries: Nigeria, Gabon, Ghana, Angola, Kenya, Zimbabwe, Cameroon, Zambia, Tanzania, Senegal and the Ivory Coast. The following sectors have been designated as priorities: hydrocarbons, telecommunications, mining and related services.

## Middle East

### Business Environment

With the reconstruction efforts that followed the end of the Gulf War and the new political environment created by the Middle East peace process, the regional trade environment has tended to improve. Awareness of Canada's capabilities as a trading partner has also increased. A significant potential therefore exists for Canada to increase its market share in the region, in spite of stiff competition and current economic and financing constraints. The key challenge confronting the Canadian business community will be to capitalize quickly on new trade opportunities as they develop.

Including Egypt, merchandise exports to the region in 1993 totalled close to \$1.3 billion; when services are added to these figures, Canadian

exports amounted to more than \$1.8 billion. Merchandise exports in the first seven months of 1994 exceeded \$718 million.

For the most part, the region is a cash market with a large appetite for Canadian high technology, including security equipment. Canada's status as a significant importer of Middle East oil (in the range of \$800 million annually) may offer opportunities for exchanges for manufactured and advanced technology exports. Currently, commodities make up much of what Canada exports to the region, although value-added goods, services, technology transfer and joint ventures represent areas of significant growth. In recent years, for example, Canada has registered major sales of defence and high-technology products. Substantial trade opportunities in other sectors are being actively pursued by a number of Canadian exporters.

On the financing side, EDC has designated the Middle East as a priority market and is eager to review opportunities for project financing. It has concluded a line of credit of \$500 million with Kuwait, and a \$1-billion line of credit is under discussion with Saudi Arabia. EDC is also insuring certain transactions with Iran and has three lines of credit with Israeli banks.

### Market Opportunities

Canada enjoys a reputation as a reliable supplier of quality goods and is recognized as a country willing to assist in development and technology transfer. A number of opportunities exist in the education and training field that Canada is well-positioned to exploit, given its bilingual character. Many Canadian universities and colleges, as well as services exporters, are already active in this sector and could therefore capitalize on emerging opportunities.

Canada is increasingly recognized throughout the region as a world leader in telecommunications and information technology, transportation, environmental technologies, agriculture, biomedical technologies, and power generation