

nomically buoyant Africa raises the living standards of Africans, reduces the level of conflict and forced migration, and increases Africa-Canada business linkages and opportunities. Larger issues such as debt relief play an important role in making Africa a stronger business partner over the long term.

At the same time, a trade strategy must address the business-specific challenges offered by a tiered emerging market dominated by South Africa but including over 40 less developed countries. It must also take into account the limited resources that the Trade Commissioner Service has available to cover such a large and diverse territory. Lastly, the strategy must be responsive to changes in market trends and Canadian company needs, necessitating a review and reissue on a biennial basis.

With these issues in mind, a unique set of four overall objectives are presented in this trade strategy for Sub-Saharan Africa.

1) Image Building: Marketing Africa and Canada

Africa is crowded out of the emerging market spotlight by places such as China or Latin America. In addition, Africa has a highly negative public image in Canada, with high-profile events such as war, famine, and floods casting a long and lingering shadow over the entire continent.

Conversely, Canada's good reputation across Africa is not fully comprehended by Canadian business and thus not employed to its potential. Despite a positive development partner tradition and reputation across Africa, Canada and its companies and capabilities are often overshadowed by aggressive American, British, French, German, Italian, Japanese, and, increasingly, Chinese, Malaysian, and South African firms, supported by national and regional marketing and project finance programs (see Appendix A).

It is therefore crucially important to raise Canada's image as a valuable trade and investment partner and to foster strong support for closer economic and commercial co-operation with Sub-Saharan Africa. This can be accomplished in the following ways:

◆ By increasing the frequency of official visits from key emerging African economies, as well as by increasing the presence of Canadian leaders, senior officials, and business representatives related to Africa with a combination of trade-show, sector-specific, "Africa Direct"-type (inward), and "Team Canada" -type (outward) approaches:

- The Trade Commissioner Service will aim for at least one minister-led, sectorally focussed trade mission to Sub-Saharan Africa in each of the top three priority sectors within the next two years;
- There will be more inward trips of African decision makers and business

*Objective:
Image Building*

*Africa's profile in
Canada must be
raised.*

*And more
advantage has to
be taken of
Canada's positive
image across the
continent.*