

Canada nevertheless enjoys considerable advantages in Africa, where it is well regarded as a result of development programs, debt forgiveness, Canada's leading role in fighting apartheid, and its active participation in La Francophonie and the Commonwealth. The African countries regard Canada as a new economic partner that offers North American technology in both English and French, and is bringing a new element of competition and challenge to the historic monopolies. Canada's new influence in Africa is evidenced by the decision of the Forum Francophone des Affaires (Francophone Business Forum) at its last meeting in Dakar to locate its international secretariat in Montreal.

In recent years, a greater effort has been made by the Department to increase Canada's African involvement in contracts awarded by the World Bank and the African Development Bank. Each year these two institutions approve nearly \$7 billion worth of development projects for Africa that are open to international tender calls. In 1989, a growing number of Canadian firms won contracts financed by these institutions.

Industrial partnership is growing in importance as an avenue of trade development in Africa. In 1989, a significant number of Canadian firms explored this option and the opportunities and risks involved in it. The existence of programs such as CIDA's Industrial Cooperation Program and the creation of agencies such as the Secretariat of the Forum Francophone des Affaires will increasingly favour this form of trade partnership.

Public Affairs Programs for Africa

A public affairs budget has been established for the purpose of implementing cultural and public affairs programs in Africa. Specifically, the monies are used for the promotion of Canada as a highly developed country that has achieved excellence in many areas. Funds are used to finance visits to Canada by journalists from abroad in order to increase knowledge of Canadian realities.

We also support Canadian participation in international festivals in the areas of culture, film and music by assisting in the procurement of Canadian films, promotional material, artists and, occasionally, by providing financial assistance.