

SUB-SAHARAN  
AFRICA

## Opportunity in Africa

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At the Summit, Prime Minister Chrétien announced Canadian initiatives under the Africa Action Plan to ease access to Canadian markets for African exporters and to strengthen trade and investment links between Canada and African countries.

One of Canada's initiatives is a trade mission to sub-Saharan Africa (SSA). To fulfill this commitment, International Trade Minister Pierre Pettigrew is inviting Canadian com-

panies to participate in a **multi-sectoral trade and investment mission** he will lead to South Africa, Nigeria, and Senegal from **November 15 to 26, 2002**, to promote business relationships between Canadian companies and African partners.

### African opportunity

In 2001, Canadian goods exports to sub-Saharan Africa were \$690 million and sales of services to the region in 2000 totalled approximately \$630 million. "Sub-Saharan Africa offers significant opportunities for Canadian companies in a number of sectors from communications equipment to food products," said Minister Pettigrew. "By matching our products, services, and capabilities to Africa's needs we can develop strong trade and investment partnerships with the sub-Saharan region."

### South Africa

South Africa accounted for 27% of Canada's exports to SSA in 2001 and has been among the top markets in the world in recent years for Canadian products ranging from mining and instrumentation equipment to agricultural products.

Some of Canada's larger aerospace and defence players have had great success selling to and partnering with South African companies. The recently held Africa Aerospace and Defence Show had twice the number of delegations, bigger floor space and an additional day as compared to previous years. Canadian companies in this sector operating in South Africa

have also had notable success in selling to other countries in Africa.

The power sector is driven by the increasing need for electricity generation, especially to electrify communities that have previously not had access to electricity. This factor, coupled with a move away from a labour-intensive, structured economy, has given rise to electricity output programmes that will benefit all companies oriented towards low-cost energy supply, environmental awareness and supply reliability. South Africa is trying to move away from its reliance on coal-generated electricity.

South Africa's program to provide water and sanitation facilities and services to 12,000 to 15,000 underserved communities offers immediate opportunities for Canadian companies through partnerships with local private-sector partners.

The ICT sector in South Africa is undergoing a growth phase at present, both in terms of the introduction of new operators and new technologies. Networking has shown to be the principal area of growth in the market and Canadian companies with expertise in this area will find opportunities. This applies to suppliers of equipment as well as to service providers.

### Nigeria

With its 110 million people, vast oil reserves, increasingly democratic polity, and its strengthening economy, Nigeria is taking its place as an engine of growth for West Africa. Canadian sales of communications equipment, special plastic products, machinery, pre-fab buildings, fish products and pharmaceuticals point to further growth opportunities for companies ready to explore this market.

### Senegal

Senegal's political stability, improving economic management record and key role in the West African regional

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## Seafood market in Taiwan

*It is natural for people who live on an island to be fond of fish and seafood. In Taiwan, you can count on the tradition of Chinese cuisine to serve all sorts of sea products in original ways. And because Taiwan is a high-demand market, there are many exciting market opportunities for Canada — an important producer of fish and seafood.*

### Market Overview

Taiwan is a large importer of fish and seafood. In 2001, it imported more than \$400 million worth of sea products from many sources, including \$31.8 million from Canada. Last year, Canada ranked as Taiwan's 4th largest supplier of fish and seafood

behind Australia, Thailand and the United States.

Taiwan is also a large producer of fish and seafood. It operates one of the world's largest high sea fishing fleets which is based in the southern port of Kaohsiung and is where many Taiwanese distributors of frozen fish are based. Taiwan is a large exporter of frozen tuna and eel, mostly to Japan and the United States.

Main imports from Canada included fresh farmed Atlantic salmon, frozen Greenland halibut and smelt.

Canada also sold smaller quantities of cold water shrimp, live lobsters, frozen scallops and Pacific salmon.

In 2001, Canada imported \$14.8 million of fish and seafood from Taiwan, mainly frozen Tilapia, squid and prawn.

Taiwan also has a large aquaculture industry, producing about one-fifth of its fish and seafood output. The supply of fish-based feed may also represent interesting opportunities for Canadian suppliers.

### Opportunities

Taiwan's recent accession to the WTO has brought a reduction of the tariff applicable on many seafood species, thus increasing market opportunities. An interesting aspect of the Taiwanese market is the popularity enjoyed by some under-utilised species. Canada has taken advantage of this openness to successfully market, among others, products such as arctic surf clam and geoduck.

While the Taiwanese still prefer live or fresh fish and seafood, the faster pace of modern life and the higher proportion of food shopping taking place in modern supermarkets, have resulted in an increased demand for frozen sea products. This pattern represents interesting market opportunities for suppliers located far away from Taiwan.

Taiwanese consumers are very demanding. Given their traditional preference for fresh fish and seafood, any frozen product must be of the highest quality in order to meet local standards. Local importers and distributors are constantly travelling the world and are keenly aware of the difference in quality and price for products available from various suppliers. Taiwanese importers will not hesitate to change suppliers if the quality decreases or the price increases.

**For more information**, contact Lynne Thomson, Trade Commissioner, Korea and Oceania Division, DFAIT, tel.: (613) 995-8744, fax: (613) 996-1248, e-mail: [lynne.thomson@dfait-maeci.gc.ca](mailto:lynne.thomson@dfait-maeci.gc.ca) or Angie So, Commercial Officer, Canadian Trade Office in Taipei, e-mail: [angie.so@dfait-maeci.gc.ca](mailto:angie.so@dfait-maeci.gc.ca) ✪

### New 2003 directory

## Canada-Africa Business and International Trade

The **Canada-Africa Business and International Trade Directory** is a bilingual guide that offers Canadian companies and suppliers the opportunity to promote their products and services in Africa within the context of The New Partnership for Africa's Development (NEPAD).

The Directory will help users to quickly find information about your business, organization, products and services, including name and organization profile, postal address, telephone, e-mail, sectors, target regions or markets.

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Editor-in-Chief:  
**Suzanne Lalonde-Gaëtan**  
Managing Editor: **Louis Kovacs**  
Editor: **Michael Mancini**  
Layout: **Yen Le**  
Circulation: **60,000**  
Telephone: **(613) 992-7114**  
Fax: **(613) 992-5791**  
E-mail: [canad.export@dfait-maeci.gc.ca](mailto:canad.export@dfait-maeci.gc.ca)  
Web site:  
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*CanadExport* (BCS)  
Department of Foreign Affairs and International Trade  
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