

Four geographic areas of priority for Canada are: Western Africa (Nigeria, Gabon, Cameroon), Southern Africa (SADC countries), Eastern Africa (Kenya, Tanzania and Uganda) and as sanctions towards South Africa are lifted, South Africa.

Constraints to tapping the potential offered by Sub-Saharan Africa include lack of awareness, understanding of the market potential, financing and Canadian Trade Commissioner presence.

As part of a modest pro-active trade development program, Canada is focusing on sector-specific trade initiatives emphasizing commercial and multilateral financing and specialized missions to priority countries. Increasing the awareness of Canadian capabilities in Sub-Saharan Africa and of Sub-Saharan African market opportunities in Canada, are goals that are being pursued through a program aimed at both business communities. A focused trade strategy has been developed for the region, including:

- a program of awareness building
- continuation of a program to encourage access to IFI financing
- a targeted trade promotion program in key market niches such as oil and gas and mining, with emphasis on private financing and foreign exchange generation; identification and nurturing of new ways of doing business (eg rationalize the work of private sector interest groups in the region and increased training and development of Mission staff to improve efficiency and effectiveness of remaining trade program staff).