

## THE CANADIAN ASSOCIATION FOR BLACK BUSINESS IN SOUTH AFRICA

The Canadian Exporters' Association hosted an incoming mission for members of the advisory board from the Canadian Association for Black Business in South Africa (CABBSA) to Canada during the week of March 25 - 30, 1990. Included in this mission were: Denis Roquand, Chairman, CABBSA; Israel Skosana, Get Ahead Foundation; Bernard Tsita, Wits University; Bruce Fraser, Ex officio member of CABBSA from the Canadian Embassy, Johannesburg. While in Toronto they were accompanied by Bob Phillips, Vice Chairman of the Canadian Exporters' Association. Varsity Corporation were the hosts for a reception which was held on March 26, 1990 at the Holiday Inn.

The objective of the mission was to familiarize CABBSA board members with Canadian capabilities. To accomplish this objective a program was organized to meet with: academics, people active in South Africa, CIDA Inc., South African Task Force and private sector companies. Within the private sector the focus was on: Franchising - Canadian Tire Corporation; Pharmaceutical - Bocknek Ltd.; Telecom - S.R. Telecom Inc.; Transportation - Bombardier, Canadair Division; High Tech - Gandalf Data Ltd., Telesat Canada; and Investments - Federal Business Development Bank.

The long term objective of the Canadian Exporters' Association initiative in South Africa is to assist the private sector primarily in the black business community, create links to white business and to create industrial linkages with Canadian firms. This program which is designed to keep the window of trade open began in January 1988 with the support of CIDA Inc.

CABBSA has come a long way since its launch in January 1988. The CABBSA board of black and white business people along with Embassy staff as ex officio members has done a commendable job in getting the project off the ground, providing leadership and guidance and in publicizing the services of CABBSA in South Africa. During the last 18 months, they have worked hard and have achieved a good success beyond the expectations of both the Board itself and others with the Embassy as well as the CEA.