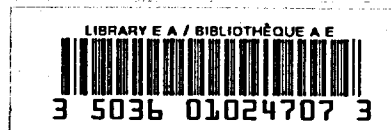


CABSA



The Canadian Alliance for Business in Southern Africa (CABSA) can assist your company connect with a suitable partner in any one of four emerging Southern African countries: Botswana, Namibia, South Africa, and Zimbabwe

During late 1996, the Alliance of Manufacturers & Exporters Canada – a not-for-profit organization with over 3000 key corporate members – launched CABSA to ensure Canadian companies can access opportunity in the quickly emerging Southern African region. This initiative builds on eight years of solid regional experience developed during two preceding programs.

With funding from CIDA INC, CABSA's primary objective is the transfer of Canadian technology, expertise, and capital to Southern Africa through the creation of long-term strategic business alliances (joint-ventures, licensing, franchising, training, or technical assistance agreements) between Canadian and Southern African firms. In addition, it analyzes and disseminates relevant investment information about the region and assists Canadian firms penetrate these growing markets.

What CABSA Can Do For You

CABSA is first and foremost a business support service. It is designed to link compatible businesses in Canada and Southern Africa so a productive, profitable, and long-term business relationship can be forged. Because Africa is virgin territory for many Canadian firms, CABSA increases the comfort level of companies on both sides by evaluating project proposals and screening potential partners. And, best of all, there are no user fees.

In effect, whole new opportunities are opened up for internationally-oriented Canadian companies that may not have all the experience, knowledge, and resources necessary to initiate ventures in this region.

Process & Eligibility

The first step for a Canadian compa-

ny with a project idea is to contact the Canadian office and complete a *Promoter Questionnaire*. This enables CABSA to promote the project, mobilize potential Southern African partners through its local offices and networks, and assist the project promoter based on their specific needs and requirements. CABSA uses similar criteria as CIDA INC programming to assess applications from Canadian companies.

Projects are also initiated by African companies looking for partners, so there are always a number of active searches underway. Canadian companies without a specific project in mind may also want to be added to the CABSA database in case an attractive, relevant proposal originates from one of the four African offices.

Areas of Opportunity

Canadian companies new to Southern Africa might not be aware of the varied opportunities needing their specific expertise, technology, or investment to become fully realized. While South Africa is understood as a sophisticated, multi-dimensional economy, the three other countries CABSA covers also contain a surprising diversity of sectoral opportunities.

Namibia, for instance, is known mostly for its mining industry, especially diamonds and uranium. But Namibia's government is pushing hard to diversify its industrial base, and a very attractive incentive scheme for manufacturers and exporters is in place and applicable to foreign partners. Other sectors of note include agriculture, ranching, fishing, telecom, and retail services. Botswana roughly mirrors Namibia's economy (minus the fishing), plus offers a well-capital-

ized business sector, an excellent fiscal record, and great incentive schemes for investors. Zimbabwe boasts the second most sophisticated, diversified economy in the region.

Within months of start-up, CABSA had 20 to 30 projects in the pipeline at various stages of the approval and partnering process.



A project of the
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Paule Charest, CABSA Project Manager
19 Chemin du Ravin
Ste-Therese, Qc J7E 2T5
Phone: (514) 434-4196
Fax: (514) 430-5684
Email: paule.charest@sympatico.ca
Website for the Alliance of Manufacturers and Exporters Canada:
<http://www.the-alliance.org>

South Africa:
Susan Hawes, Executive Director
PO Box 411559, Craighall, 2024
Johannesburg, South Africa
Phone: (27-11) 325-4547/8
Fax: (27-11) 325-4952
Email: cabsa@iafrica.com

Zimbabwe: Richard Hess, Director
PO Box 4990, Harare, Zimbabwe
Phone: (263-4) 774233/4/5
Fax: (263-4) 774232
Email: imani@harare.iafrica.com

Namibia: Ida Swanepoel, Director
PO Box 90268, Windhoek, Namibia
Phone: (264-61) 253 739
Fax: (264-61) 253 739

Botswana: Jeff Bookbinder, Director
PO Box 882, Gabarone, Botswana
Phone: (267) 305 550
Fax: (267) 314 230
Email: colnew@global.co.za