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Department of Foreign Affairs  
and International Trade

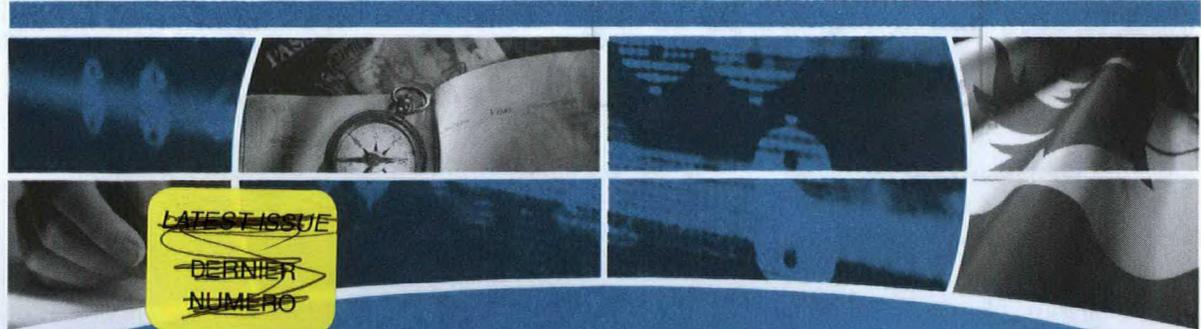
Ministère des Affaires étrangères  
et du Commerce international

Dept. of Foreign Affairs  
Min. des Affaires étrangères

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Canada

# CanadaExpo



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Success in the making

## Sub-Saharan Africa trade mission program

**A**s reported in the previous issue, International Trade Minister Pierre Pettigrew will be leading a **trade mission to South Africa, Nigeria and Senegal from November 15 to 26, 2002**. This article gives a brief outline of the program in each country and offers an example of a successful Canadian company in the African market.

### Mission program

The mission will focus on trade and investment opportunities for Canadian companies and advancing Canadian

trade policy objectives. In each city, the program will include:

- General and sectoral seminars given by regional experts and briefings by Canada's trade commissioners outlining the commercial trends. They will explain the business environment, opportunities and challenges of operating in the region.
- Networking hospitality events designed to allow Canadians to meet local business and government representatives as well as other Canadians living and doing business in Africa.

*continued on page 2 — Mission*

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Supplement  
**CANADA EXPORT AWARDS  
2002**  
(see insert)

## Canada-France Cooperation Agreement signed



From left to right: Jean Saint-Jacques, Minister-Counsellor, and Ian McLean, Plenipotentiary Minister, Canadian Embassy in Paris; Ariane Obolensky, President of the Executive Board of the BDPME; Jean-Charles Roher, Minister-Counsellor, French Embassy in Ottawa; Dominique André, Deputy Director, BDPME; and Jean-Yves Dionne, Counsellor (Investments), Canadian Embassy in Paris

*see story on page 2 — Cooperation*