

CIDA IS ALSO AN ACTIVE PARTY IN REGIONAL TRADE DEVELOPMENT, IN ADDITION TO ITS MULTILATFRAL AND HUMANITARIAN AID COMMITMENTS, WHICH ARE SUBSTANTIAL. CIDA'S INDUSTRIAL COOPERATION PROGRAM HAS HELPED CANADIAN FIRMS IN CARRYING OUT JOINT VENTIURE AND TECHNOLOGY TRANSFER PROJECTS IN THE REGION. THIS OFTEN MEANT THE DIFFERENCE BETWEEN SUCCESS OR FAILIURE IN OUR TECHNOLOGY EXPORT EFFORTS.

THIS SEMINAR ON DOING BUSINESS IN THE REGION IS AN OPPORTUNITY TO BRING FORWARD NEW IDEAS ON KEY MARKETING CHALLENGES WE NOW FACE, FOR EXAMPLE:

- HOW DO WE FURTHER DEVELOP TRADE WITH THE PRIVATE SECTOR GIVEN THE FINANCIAL CONSTRAINTS FACED BY GOVERNMENTS IN THE REGION?
- HOW CAN WE WORK MORE EFFECTIVELY WITH INTEPNATIONAL FINANCING INSTITUTIONS SUCH AS THE WORLD BANK AND THE INTER-AMERICAN DEVELOPMENT BANK IN RESPONDING TO REGIONAL DEVELOPMENT PRIORITIES?
- HOW CAN WE INCREASE THE SHARE OF CANADIAN CONTRACTING BY THESE INSTITUTIONS?