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It is with great pleasure that I introduce to you the second edition of *Pathways to Success*. This "sequel" is a direct result of the positive feedback generated by the first effort that focused on Canadian company successes in South Africa. With the support of our Team Canada partners, and featuring the

activities of Canadian firms, this selection of case studies accentuates the changing nature of Africa and its potential for Canadian exports.

Kenya, Tanzania, Zambia, Malawi and Namibia have emerged as exciting, diversified markets for Canadian products and investment. Canadian exports to these countries have more than doubled in recent years, surpassing \$200 million in 1996. Two-way trade, once dominated by aid-related food transactions, now features the sale of manufactured products and services. Canadian companies have set up dozens of joint ventures to penetrate local markets, creating jobs both in Canada and the region.

These nations are among the growing number of African countries that have made crucial, often difficult, adjustments to their macroeconomic policy to improve the climate for business and foreign investment. All five maintain active investment promotion agencies and are serious about attracting quality business partners. I am confident that the changing economic landscape of these countries will lead to opportunities for Canadian firms in sectors where we are without equal.

This guidebook offers you the invaluable perspective of Canadian companies that have tried new things, developed new markets, and created new partnerships. We are grateful for the cooperation of the organizations profiled in these pages. We encourage you to take advantage of their insights and consider the wider horizons of Eastern and Southern Africa.

Sergio Marchi  
Minister for International Trade  
Canada

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