

## CIDA Helps Private Sector to Harness the Benefits of a Global Economy

The recently released National Action Plan on Prosperity recommends the development of a global trade, investment and technology strategy by the private sector. For globalization efforts to succeed, it will be essential to have new and sustainable international business.

The IMF predicts that in 1993, imports of the developing countries will grow at a rate 40 per cent faster than that of developed countries. The dynamic and growing countries of the developing world offer the best prospects for generating new business, and Canadians must act now to secure their share of these expanding markets.

Through Industrial Cooperation and other programs, CIDA is well placed to assist the private sector in gaining new ground.

CIDA has an advantage in fostering Canadian business interests in developing countries because it has established a long-term presence through its sponsoring of development efforts in the developing world.

Looking beyond one-time export sales, CIDA has stressed the generation of sustained, mutually beneficial, trade-investment relationships between developing countries and Canada.

CIDA can provide valuable brokerage services because it is positioned to identify new opportunities - as well as potential risks - for Canadian businesses.

Developing country partners in the private and public sector will also be reassured by a CIDA component in the business proposal of a Canadian firm as it forges alliances in new markets.

## Success Breeds Success Co-financing from CIDA INC Yields Sales in Morocco, Europe

Thanks to co-financing from CIDA INC, LAB-VOLT LTÉE — a Quebec manufacturer of teaching material in electronic engineering, telecommunications, and controls — was able to demonstrate its worth in Morocco.

This enabled it to secure a \$1.2 million contract from the Office marocain de la Formation professionnelle et de la promotion du travail (Technical Training and Job Promotion Office of Morocco) to equip 17 technical schools in Morocco.

Another company in Europe then signed a second \$500,000 contract with LAB-VOLT because of the success of the Moroccan project.

In the long run, the Canadian company plans to set up an equipment assembly, maintenance and repair plant with a Moroccan partner to serve 43 more schools, using Canadian components.

The INC-funded project enabled LAB-VOLT to penetrate a new market while contributing to better training of Moroccan technicians.

A leader in manufacturing technical teaching material, LAB-VOLT received the federal government's Canada Export Award in the fall of 1987.

The company has about a hundred employees and exports approximately 85 per cent of its products to cover 60 countries.

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a superior product for environmental planning, mitigation and assessment for industrial and resource management projects in Ecuador. The joint venture has already enjoyed success by winning a small contract locally.

This is a good example of Canada's environmental technology being put to work for the benefit of Ecuador, Canada and the environment.

Through the provision of state-of-the-art environmental planning and

technology, the operations of the intended joint venture company will provide substantial in-country resources to address environmental needs and concerns.

This joint venture will lead to increased export of Canadian services, and the creation of new jobs in Canada and Ecuador.

A developing country like Ecuador will benefit by gaining access to new and important environmental technology.

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market. Other potential markets include the "Asian Tigers" and Japan, and the partners are considering doubling the plant's size.

Both countries benefit from this joint venture. In Thailand's case, there is the added employment of 25 people, of whom 20 are women. For Canada, this enterprise has

triggered the sale of over \$100,000 worth of equipment to date, and profits generated in Thailand are shared with Canadian partners.



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