

POTENTIAL FOR YOUR GOODS AND SERVICES. FREQUENT VISITS ARE REQUIRED IN ORDER TO PERMIT YOU TO STUDY THE MARKET AND THE COMPETITION, TO IDENTIFY CONTACTS AND AGENTS OR INTERMEDIARIES. THE CANADIAN GOVERNMENT SUPPORT CAN ONLY BE PROPORTIONAL TO YOUR OWN INVOLVEMENT.

AS YOU KNOW, DEVELOPING EXPORT MARKETS IS A FULL-TIME LONG-TERM ACTIVITY. AND AFRICA IS NOT AN EXCEPTION. TO THE CONTRARY, IT'S WITHOUT DOUBT ONE OF THE CONTINENTS WHICH WILL DEMAND OF YOU THE GREATEST PERSEVERANCE BECAUSE OF ITS DIVERSITY AND OF ITS FORMER COLONIAL LINKS. HOWEVER, A SERIOUS INVOLVEMENT CAN ONLY RESULT IN FRUITFUL BENEFITS FOR MANY YEARS.

CONCLUSION

BEYOND MORAL REASONS IN TERMS OF OUR INTEREST IN ASSURING INTERNATIONAL PEACE AND SECURITY, CANADIANS WORK FOR A MORE COMPLETE INTEGRATION OF DEVELOPING COUNTRIES IN THE INTERNATIONAL ECONOMIC SYSTEM, AS A GAGE OF THE STABILITY OF THE SYSTEM AND THE GROWTH OF OUR OWN ECONOMY AND WELL-BEING. AFRICAN COUNTRIES CANNOT BE KEPT OUT OF THIS POLICY.

.../17