

FOREWORD

Africa Trade Strategy

CONTENTS



for International Trade

It is my great pleasure to provide you with the Africa Trade Strategy. With its concrete approach, it will help you turn the principles of trade with Sub-Saharan Africa into practical realities. It is my hope that this strategy will become one of the most valuable tools you will use to trade in the most overlooked, yet promising, economic region in the world.

This publication is one of many efforts we are undertaking to help Canadian companies compete successfully and take maximum advantage of trade and investment opportunities in Sub-Saharan Africa. The additional resources that we are providing to this project will also help achieve this goal.

It is important to enhance Canada's image as a valuable trade and investment partner and to foster strong support for closer economic and commercial co-operation with Sub-Saharan Africa. Our leading role in the new economy can shape our future commercial relationship with this emerging economic region.

Africa presents some unique challenges in terms of developing and strengthening trade and business linkages. The Africa Trade Strategy is an important element in our long-term strategic goals aimed at helping Africa reduce poverty levels and become integrated into the global economy. Expanding trade, increasing market access and strengthening investment protection are mutually beneficial; we can accomplish them together – in partnership.

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Minister for International Trade