

South Africa: Canada Starts to Corner the Market

The dismantling of Canada's trade restrictions continues to spur rapid growth in Canadian exports to South Africa. Export success is being scored in a wide range of sectors and the prospect of future business opportunities for Canadian companies is bright.

During the first six months of 1994 Canadian exports of goods to South Africa — valued at \$105 million — increased by 76 per cent over the same period last year. A significant proportion of Canadian products sold were manufactured and high-tech products.

Sectors in which Canadian exports to South Africa are showing strength include:

- aircraft
- telecom equipment
- machinery
- instrumentation
- office equipment
- electrical products
- pulp and paper
- metals and minerals
- agrifood

Strong Business Prospects

The new South Africa is in the

South Africa Trade Agenda

The Canadian Trade Office is expected to be present at several key South African trade fairs to assist exhibiting or visiting Canadian companies. These events include:

- *South African International Trade Exhibition (Saitex)*. This multi-sector fair will be held in Johannesburg November 1-5.
- *Instructa 95*. Education and Training Exhibition and Conference. February, Johannesburg.
- *Pak Process 95*. International Packaging Exhibition. February, Johannesburg.
- *Telkom 95*. International Telecom Exhibition and Conference. March 27-29, 1995.

midst of dramatic political, economic and social change. It is a society committed to closing the gap between first-and third-world conditions within its own borders. It is a country rapidly integrating into the global economy.

South Africa, while self-sufficient in many areas, nevertheless faces some key industrial and commercial challenges.

Canadian companies with innovative and competitive products and services can be important partners in this process. Through ex-

ports, joint-venturing and technological cooperation, Canadian enterprises have ample opportunity to do business in South Africa.

The South African government, through its Reconstruction and Development Program, has emphasized housing, education and electrification as government development priorities. Although implementation of these plans is still in progress, considerable public and private resources are expected to support these initiatives.

Current market information suggests that innovative Canadian companies should also have opportunities in other areas.

Prospects look promising in the fields of, among others: mining equipment and services; telecom, computer hardware and software; environmental equipment and services; security equipment and medical products; geomatics and franchising.

Export Financing Available

Canada's growing trade linkages with South Africa are supported by existing lines of credit for goods and services established by the Export Development Corporation (EDC).

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New Market Studies

The Johannesburg Trade Office is producing a series of South African Market Studies in key sectors to help Canadian companies get started.

Several recently completed reports are available in hardcopy or via faxlink by contacting InfoCentre, Ottawa. See box at bottom of page 8).

- *Agrifood Opportunities in the New South Africa*. (August, 94. 41 pp.)

Note: Only the executive summary is available via faxlink.

- *The Telecom Sector in South Africa*. (June, 94. 5 pp.)
- *A Treasure House - An Overview of Mining in South Africa*. (June, 94. 4 pp.)
- *Meeting the Need: Housing in the New South Africa*. (Part I - Market Overview. June, 94. 7 pp.); (Part II - Government Housing Development Policy. Includes list of government addresses. July, 94. 9 pp.)

Also available:

South Africa: Trade and Investment Overview. (September, 94. 5 pp.)

Trade Shows in South Africa. (April, 94. 5 pp.)

South Africa: National Budget Summary. (July, 94. 5 pp.)