

FOR AFRICA. THE AFRICAN MARKET IS NOT NEW AND IN FACT IS KNOWN TO A NUMBER OF YOU. IT IS EXPANDING AND DEVELOPING. THIS SEMINAR GIVES US THE OPPORTUNITY TO BETTER PREPARE OURSELVES AND GO FORWARD WITHOUT TAKING UNUSUAL RISKS.

IN THIS CONTEXT, AND BEARING IN MIND THE VARIOUS MARKETS OPEN TO YOU, WE MUST FIRST ASK A QUESTION. WHY AFRICA? BEFORE REPLYING, LET'S SURVEY OUR ASSETS. OUR MOST PRECIOUS ASSET IS PROBABLY OF HARMONY OF CANADIAN AND AFRICAN BILINGUALISM. FRENCH AND ENGLISH ARE COMMONLY USED. EVEN COUNTRIES SUCH AS ANGOLA AND MOZAMBIQUE, FORMER PORTUGUESE COLONIES, HAVE MAINTAINED FRENCH AND ENGLISH AS SECOND LANGUAGES AND THEIR USE IS SUFFICIENTLY WIDESPREAD TO PERMIT COMPANIES TO OPERATE THERE COMFORTABLY. THIS HAS PERMITTED A NUMBER OF COMPANIES SUCH AS MASSEY FERGUSON, BOMBARDIER, GM, SOFATI, LAVALIN AND SNC TO OBTAIN IMPORTANT CONTRACTS BOTH IN NORTH AFRICA AND IN WEST AFRICA AND EVEN IN EAST AFRICA. THIS IS TO SAY IN EFFECT THAT ALL AFRICAN MARKETS ARE ACCESSIBLE TO CANADIANS.

THE SECOND ASSET IS THE POSSESSION OF APPROPRIATE TECHNOLOGY FOR DEVELOPMENT WHICH HAS, IN EFFECT, ATTRACTED CONSULTANTS AND ENGINEERING COMPANIES TO AFRICA. THEY ARE ABLE TO COORDINATE DIFFERENT TECHNIQUES REQUIRED FOR INTEGRATED PROJECTS. IT IS ALSO THE CASE FOR MANUFACTURERS WHICH, THANKS TO SUSTAINED

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