

Telecom Mission Communicates in East Africa

A recent Department of Foreign Affairs and International Trade (DFAIT) telecommunications trade mission to East Africa confirmed three significant facts: great interest in Canadian products, abundance of solid opportunities for Canadian firms, and availability of financing to support Canadian marketing efforts.

Telecom DFAIT Priority

DFAIT has targeted telecommunications (40 per cent of Canada's total telecom sales are from exports) as a priority sector in Africa and has sponsored several events in recent years to assess the market and promote Canadian products and services there.

Canadian firms already have made significant inroads in this market, but enormous opportunities still abound, particularly for companies that keep ahead of the competition.

Positive Findings

A November 1995, DFAIT-led telecommunications trade mission to Ethiopia, Kenya and Uganda discovered that, while these countries' telecom needs are at different stages, they share a common goal: to expand their rural networks and incorporate the more enhanced services into their existing systems.

Not only are the countries interested in Canadian technology, the mission found the timing ripe for Canadian companies to develop contacts and lay some groundwork (SEGITEL, one of the mission participants, now is considering proposals and has submitted several bids). Meetings with prospective agents in all three countries revealed an awareness of, and interest in, Canadian expertise.

Financial Support

Canada, as the mission also discovered, appears well-positioned to fill a need — at a time where there is interest and financial support.

The private-sector arm of the World Bank (the IFC), and the Aga Khan Investment Agency (Industrial Promotion Services), have both identified telecommunications as a priority and are ready to invest — immediately — in Kenya and Uganda.

Privatization is proceeding apace, particularly in Uganda, and licences have been issued for paging, cellular, and private radio.

Contacts

For more information about opportunities in these countries, contact Elaine Butcher, DFAIT, Africa and Middle East Trade Promotion Division, Ottawa, Tel.: (613) 944-6586; Fax: (613) 944-7437 or directly contact the appropriate post: **Ethiopia**, Tel.: (011-251-1) 713022; Fax: (011-251-1) 713033; **Kenya**, Tel.: (011-254-2) 214-804; Fax: (011-254-2) 226-987/216-485; **Uganda** (see Kenya).

Employment Too!

Disney Adventure Animates Canada

The opening this month by Walt Disney Animation Canada Inc. of a Canadian studio with offices in Vancouver and Toronto is anything but a Mickey Mouse deal.

The move — which will employ 200 artists — culminates nearly three years of planning by Disney, the federal government of Canada, and the provincial governments of British Columbia and Ontario.

The facility, which will stimulate Canada's economic and artistic development, will produce direct-to-home video programming and, possibly, theatrical releases.

This programming will be done in conjunction with Walt Disney Television Animation, the producer of the all-time, best-selling direct-to-home video, *The Return of Jafar*, and *A Goofy Movie*.

"It's a great day," said Tom Ruzicka, Senior Vice President, Walt Disney Television Animation, "when we can announce that the terrific talent pool north of our borders will be joining with our studios in the U.S., Australia and Japan, making us truly a worldwide animation family."

Oh, yes. The employment issue!

Positions in all areas of animation are available, including animation directors, animators, in-betweeners, designers, storyboard artists, layout artists, colour stylists, as well as a digital ink and paint production team.

Artists interested in employment opportunities can contact the Walt Disney Animation Canada Inc. hotline: 1-800-369-7292.