

## Specific Opportunities

As in any large market, business possibilities are greater in some regions and sectors than in others. Chapters 3 and 4 provide an introduction to African regional markets and priority sectors, respectively. Priority sectors are based on the collective assessment of DFAIT's trade staff who are resident in these markets and the trade staff of the Africa Bureau in Ottawa. Detailed information on markets is available from DFAIT's Infoexport Web site at [www.infoexport.gc.ca](http://www.infoexport.gc.ca) and other resources listed in Chapter 6. For a complete listing of all Canada's overseas trade representatives, including those in Sub-Saharan Africa, exporters can download a copy of *The Canadian Trade Commissioner Service - Our Offices Abroad 1999-2000* from the InfoExport Web site at [www.infoexport.gc.ca/directory-e.asp](http://www.infoexport.gc.ca/directory-e.asp).

## The Trade Commissioner Service in Sub-Saharan Africa

DFAIT's trade commissioners are the delivery arm for the trade promotion and international business development efforts overseas of various government departments and the business community. Trade commissioners in Ottawa and trade personnel at Canadian missions across Sub-Saharan Africa play a leading role in trade and investment development, and in trade policy formulation for their specific markets.

Canadian trade commissioners, locally engaged commercial officers, and honorary consuls cover most of the region, actively promoting Canadian goods and services, disseminating information about international business opportunities, and promoting joint ventures and investment.

Trade offices are located in the following countries\*:

- |                 |              |                |
|-----------------|--------------|----------------|
| ● Burkina Faso  | ● Guinea     | ● Senegal      |
| ● Cameroon      | ● Kenya      | ● South Africa |
| ● Côte d'Ivoire | ● Mali       | ● Tanzania     |
| ● Ethiopia      | ● Mozambique | ● Zambia       |
| ● Gabon         | ● Niger      | ● Zimbabwe     |
| ● Ghana         | ● Nigeria    |                |

For more information on countries not listed here, please visit the InfoExport Web site at [www.infoexport.gc.ca](http://www.infoexport.gc.ca). Firms must register with the WinExports database to access trade commissioner services: 1-800-551-4946.

*\*Some countries do not have any resident Canadian trade staff, while others are served only by part-time staff. Potential exporters should make sure they contact the responsible office far in advance of any potential prospecting trips or market research needs.*

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