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## III. DOING BUSINESS IN ALGERIA

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### Opportunities for Canadian Exporters

The Algerian market is Canada's largest market in Africa. For a number of years Canada has been supplying Algeria with a large part of its needs for wheat, dairy products, lumber, vegetable oils and asbestos.

In addition to its markets, Algeria is of interest to Canadian companies for other reasons: the imported products have a high technological content, for example "product in hand" projects and large-scale work and service contracts. These are in fields where Canada has experience, such as hydrocarbons and petrochemistry; primary industries; construction materials; transportation and communications infrastructures. These areas provide excellent opportunities for later supplying replacement equipment. Finally, the Algerian government has adopted a policy of diversifying its sources of supply, and particularly of reducing its commercial dependence on its traditional suppliers.

The Algerians see Canada's world political position in its relations with the Third World as neutral, and there is within the Algerian government a desire for increased relations between Algeria and Canada. Our access to North American technology and the ability of Canadian firms to work in French are factors that sometimes give us a slight advantage.

However, it is not easy to win a place in this market. Algerian organizations generally deal only with foreign partners who have succeeded in gaining their confidence through personal visits, careful follow-up, and the ability to honour their commitments. It is often necessary to have previous international experience and to spend considerable sums to develop the market, but the contracts are substantial.