

Sub-Saharan Africa

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We have also been identifying special initiatives and working trade strategies around these events, such as the Francophone Summits.

Several trade missions have already been organized during the recent past. A mining delegation visited Zimbabwe, Botswana and South Africa in late January and came away very encouraged by what it saw. These three countries alone export more than \$20 billion worth of minerals annually.

A multi-sector trade mission led by Minister for International Trade Roy MacLaren, recently visited South Africa. Over \$10 million worth of contracts were signed during the mission and it is anticipated that downstream sales may total in excess of \$200 million.

An oil and gas mission to Gabon and Cameroon is currently underway. A number of provincial trade missions have also visited the region since the beginning of the year.

We facilitated the invitation of Canadian companies to the ITU/World Bank Conference on Telecommunications in Africa, where many key decision-makers from PTT's throughout the continent were gathered to discuss future strategies. A telecommunications mission to Eastern Africa is being organized as follow-up to the ITU Conference and linked to our presence at Africa Telecom held in Cairo in April.

We have organized a number of seminars on the African Development Bank for Canadian firms across the country and plan to continue to ensure that similar initiatives are supported on a more targeted sectoral basis.

All of the initiatives described above are meant to be building blocks. Future initiatives will be organized in Canada and abroad

CANADA-SOUTH AFRICA TRADE GOOD AS GOLD

In 1993 Canada's two-way trade with South Africa was valued at \$300 million, with Canadian exports valued at \$160 million and imports from South Africa valued at \$140 million.

Our major exports were wheat, sulphur and pulp and paper. Our major imports were essential minerals upon which the Canadian steel and aluminium industries depended.

Since the lifting of trade sanctions in September 1993, interest in traditional Canadian exports has heightened, as well as in high technology goods, in particular computer software, telecommunications equipment and consulting services.

We anticipate that South Africans will try to recapture some of their previously held Canadian market share for fruits, wines and sugar which was lost to other competitors. On balance, we foresee an annual growth in two-way trade which could rapidly double if existing trends continue and the general economic climate continues to improve.

The Department of Foreign Affairs and International Trade (DFAIT) has embarked on a very active program of trade development, including seminars in Canada, the preparation of market studies, and trade missions — including one which was led by Minister for International Trade Roy MacLaren in January 1994.

A marketing booklet, *A Guide to Canadian Exporters*, which was prepared by DFAIT immediately after the lifting of sanctions, is now available.

A copy of the guide is available through DFAIT's InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

(seminars, missions, trade shows) to complement work done to date. Ultimately, our aim is to enhance awareness of the region's vast potential, to obtain and disseminate useful market intelligence in a timely fashion, and to increase our share in what is a lucrative multi-billion-dollar export market.

Watch for the next issue of our Africa and Middle East Supple-

ment for sections on market opportunities in the regions of Africa.

For further information on Canada's commercial relations with Sub-Saharan Africa, contact the Africa and Middle East Trade Development Division, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 944-6589. Fax: (613) 944-7437.