
VI. A FINAL REMINDER

The Africa Trade Development Division (GAT) in the Department of External Affairs is most interested in the opportunities presented by African Development Bank Group contracts. The projects financed by the Bank will be worth about \$15 billion by the year 2000.

This interest is a major reason behind Canada's contribution of \$7 million to the financial institution as part of the bilateral technical assistance fund which, from 1984 to 1988, will make it possible to assign Canadian experts and consultants to Bank headquarters, pay for training of ADB personnel or officials from countries that borrow from Canada, and finance pre-investment studies on projects that may go into the Bank group system.

In order not to be left behind, the commercial sections in Canadian embassies on the African continent are making every effort to keep informed about the latest developments on projects and to send details to the various Canadian companies active in their areas. To take advantage of the services your government offers, you need only use this information positively and with their assistance you will be able to create a strategy to maximize your chances of success on these markets. The experience acquired in the field by many Canadian companies that have participated in the bilateral programs of CIDA and in the Industrial Co-operation Program is virtually a pre-requisite for success on these complex and difficult markets that do not always produce short and medium-term results.