

ELEVEN EMBASSIES AND HIGH COMMISSIONS IN AFRICA HAVE A COMMERCIAL DIVISION WHOSE REPRESENTATIVES ARE GATHERED HERE TODAY. THESE CAPABLE PEOPLE ARE ABLE TO INTRODUCE YOU TO THE MARKETS, TO EXPLAIN TO YOU THE SPECIAL CONDITIONS OF THE MARKET, TO DIRECT YOU TO CONTACTS AND AGENTS WHICH CAN ASSIST YOU IN THE PURSUIT OF YOUR OBJECTIVES. OUR POSTS ARE EQUALLY ABLE TO PUT YOU IN CONTACT WITH CANADIAN BUSINESSMEN ALREADY ACTIVE IN A GIVEN COUNTRY. THEIR EXPERIENCE AND KNOWLEDGE OF LOCAL CONDITIONS ARE MAJOR ASSETS THAT ARE NOT ALWAYS EXPLOITED. OUR SUCCESS WILL DEPEND IN CONSIDERABLE MEASURE ON OUR CAPACITY TO HELP ONE ANOTHER IN THE FACE OF FIERCE COMPETITION. BEYOND THE SERVICES ABROAD, THE DEPARTMENT OF EXTERNAL AFFAIRS AND THE DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION PUTS AT YOUR DISPOSAL EXPERIENCED PEOPLE IN OTTAWA AND HERE IN EDMONTON WITHIN OUR REGIONAL BUREAU. THESE SERVICES CAN HELP YOU COORDINATE YOUR MARKET STRATEGY IN TERMS OF OUR PRIORITIES IN AFRICA AND THE POSSIBILITIES THAT EACH MARKET OFFERS FOR CANADIAN GOODS AND SERVICES. SOME OF THESE OFFICIALS ARE ALSO HERE TODAY. AND YOU COULD MAKE PRELIMINARY CONTACT WITH THEM IN THE COURSE OF THE AFTERNOON IF YOU HAVEN'T ALREADY DONE SO.

HOWEVER, DESPITE THIS PANOPLY OF SERVICES, THE CANADIAN GOVERNMENT CANNOT SUBSTITUTE FOR THE PRIVATE SECTOR. YOU HAVE AN IMPORTANT RESPONSIBILITY IN THIS AREA. THUS, YOUR APPROACH TO AFRICA MUST BE AN INTEGRAL PART OF YOUR MARKETING STRATEGY. IN THE FIRST PLACE, YOU WILL HAVE TO IDENTIFY THE MARKETS OFFERING THE MOST

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