

providers (especially in the fields of wireless data and voice communications, and “learnware” or software development), and distance education specialists.

**2) Culture** - Cultural exports and linkages with Africa are already established. It is not unusual to watch Canadian-made television programs dubbed into African languages in parts of Africa. Given the low penetration rate of television, let alone computers and the Internet, there will be considerable growth in the broadcast media, as African consumers demand more and better choice of imported cultural products, including books and music.

**3) Tourism** - Already a significant player in the economy of many African states, tourism still has much potential to generate more employment and visitors in a sustainable manner. Opportunities range from transportation products and services (including airport improvement and airline management services), through construction and natural resource management, to investments in the hospitality industry and provision of world-class telecommunications and IT management systems.

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