



Following a series of discussions between the **Canadian Exporters' Association (CEA)**, a non-profit private sector organisation made up of over 1000 Canadian companies interested in developing business abroad, Canadian businesses operating in South Africa, and with a number of non-governmental South African organisations, it was decided that a more formal business relationship be established between South African Black businesses, Canadian companies, and Canadian linked companies. This relationship was given formal expression through the establishment, in 1987, of an advisory council — the **Canadian Association for Black Business in South Africa (CABBSA)**.

The **Canadian Association for Black Business in South Africa** is made up of the following organisations: the Canadian Exporters' Association, the Vally Corporation, the Canadian Business Association in South Africa, Champion Road Machinery Limited, Richards Bay Minerals, the National African Federated Chamber of Commerce, the Get Ahead Foundation, the University of the Witwatersrand Centre for Developing Business, and Black management consultants.

The objective of the **CABBSA** is to promote the development of Black business through intensifying the co-operation between Canadian business and Black entrepreneurs. To this end the **CABBSA** seeks to:

- develop Black manufacturers to become fully fledged suppliers/sub-contractors to a number of Canadian firms and Canadian linked companies operating in South Africa;
- counsel and participate in actions of national Black business organisations aimed at advancing Black entrepreneurship;
- promote industrial linkages by private sector joint ventures, transfer of technology, and training.



Expected results from this project.

For Black business

- The development of contacts with the Canadian business community, which would assist with the transfer of knowledge to Black business, thereby placing them in a better position to play a more meaningful role in South Africa's free enterprise economy.
- The possibility of forging foreign business links.
- Gaining knowledge of Canadian expertise and technology which corresponds to the industrial needs of Black business.
- Increasing the manufacturing and industrial capacity of Black businesses through the development of joint ventures with Canadian firms and Canadian linked companies.

For Canadian firms and Canadian linked companies:

- Identification of business partners from the Black business community.
- Identification of potential industrial co-operation projects, including supplier/sub-contractor relationships, transfer of technology and training in industrial and business practices.
- Increased co-operation with Black entrepreneurs in South Africa through joint business ventures.

The **CEA** has gained significant experience in industrial co-operation with Black Africa through successful ongoing projects in countries such as the Republic of Cameroon, Zimbabwe and many other African states.