

Africa and the Maghreb

While debt and balance-of-payments problems continue in Africa, growth prospects are improving, and opportunities in South Africa will improve as and when current sanctions are lifted. Exports in 1990 exceeded \$1 billion.

Key Strategic Priorities:

- *promote export sales of telecom equipment, power and energy equipment, forest products, engineering services;*
- *reinforce our strong links with Algeria, Morocco and Tunisia;*
- *maximize Canadian participation in local government capital projects through the funding of international financial institutions;*
- *build closer commercial relations with Commonwealth and La Francophonie partners.*

Key Activities for 1992-93:

- *2 multi-sectoral trade fairs in Cairo and Zimbabwe;*
- *13 trade missions in the following sectors: oil and gas, mining, transportation, environment, agriculture, telecommunications;*
- *3 seminars related to World Bank/African Development Bank-financed projects.*

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Latin America and the Caribbean

By the year 2000, Latin America and the Caribbean will provide a market of 600 million people with purchasing power of US\$1 trillion. A central element of the Latin American strategy is completion of a North American Free Trade Agreement among Mexico, Canada and the United States. In addition, current policy reforms have created growing opportunities, particularly in Mexico, Chile, Venezuela and Colombia. The Caribbean is a historic trading partner and location for Canadian investment, with balanced two-way trade. Canadian exports to Latin America and the Caribbean reached approximately \$3 billion in 1991.

Key Strategic Priorities:

- *negotiate a trilateral trade agreement including Mexico, our largest trading partner in Latin America;*
- *agri-food, power and construction equipment, automotive parts, advanced technologies and developing markets for environmental products and services;*
- *maximize business links through CARIBCAN.*

Key Activities for 1992-93:

- *participate in 14 trade fairs in manufacturing, agricultural and environmental sectors;*
- *22 trade missions focusing on Mexico, Colombia, Chile and Venezuela;*
- *establish frameworks to facilitate direct investment and technology transfers;*
- *sponsor a small number of high-profile events to demonstrate Canadian capability and the economic improvement in many Latin American countries.*

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