

<p>(m) Trade Show/Catalogues (hard copy and on website)</p>	<ul style="list-style-type: none"> Companies encourage DFAIT and the trade offices to broadly advertise upcoming trade shows in African markets directly to Canadian companies and through Export and/or Import associations such as CME and the CAIE. Companies also encourage organizations like CME but also DFAIT to promote catalogues to advertise Canadian products. Canadian companies also need brochures, catalogues and samples of African products, promoted in Canada. DFAIT working with Industry Canada, African missions based in Canada, the Canadian Council on Africa and CAABWA should take the lead on this.
<p>(n) Speed of Answers from Trade Commissioners</p>	<ul style="list-style-type: none"> Participants encouraged Trade Commissioners to provide quick answers to questions and to enhance their local trade websites to answer generic questions. This will provide a value-added service to companies working in Africa.
<p>(o) Customs Duties</p>	<ul style="list-style-type: none"> Customs duties for products coming from Africa to Canada are very high. These must be reduced if two-way trade is to be encouraged particularly to the benefit of African countries.
<p>(p) Virtual Trade Missions</p>	<ul style="list-style-type: none"> As computer and "net" access become more available in Africa, virtual trade missions and development of trade websites for the marketing of Canadian products to Africa and African products to Canada should be created. These could be hosted by the Government of Canada through Government On-line or through the Canadian Council on Africa (CCA) or the Canadian and African Business Women's Alliance (CAABWA).
<p>(q) PEMD for Africa</p>	<ul style="list-style-type: none"> Programs such as PEMD should be evaluated to ensure open access by Canadian SME companies to African markets.
<p>3. Investment and Finance</p> <p>(a) Development Finance Institution (DFI): Establishment of a DFI with a focus on Africa</p>	<ul style="list-style-type: none"> The current operational guidelines of Export Development Canada limit its involvement in Africa. Canada urgently requires a DFI to be competitive with the other G8 Countries in Africa. The need and rationale for a DFI are presented in the paper found in Appendix 6. The participants to the March 15th meeting were unanimous in citing the establishment of a DFI as the number one priority for Canadian investment in Africa. This fund must be for projects of all sizes from small investment projects to large infrastructure projects. Currently, European countries with DFI's can get involved in investment opportunities not available to Canadians.