

TRANSPORTATION ALSO REPRESENT A MAJOR DIFFICULTY. I WISH TO STATE THAT WE HAVE STARTED TO FIND SOLUTIONS TO THE PROBLEMS WHICH WILL ENABLE US TO INCREASE COMPETITIVENESS IN THESE MARKETS.

FOR INSTANCE, LOGTRANS OF MONTREAL HAS ESTABLISHED ITSELF IN CAMEROON AND IS PURSUING EFFORTS IN THE IVORY COAST IN ORDER TO IMPROVE MARITIME TRANSPORTATION BETWEEN OUR TWO CONTINENTS. AS ANOTHER EXAMPLE, STUDIES ARE PREPARED WHICH INVESTIGATED THE POSSIBILITY OF ESTABLISHING DIRECT AIRLINE ROUTES BETWEEN CANADA AND WEST AFRICA. AIR AFRIQUE IS ALSO INTERESTED IN ESTABLISHING A CARGO LINE BETWEEN CANADA AND WEST AFRICA.

WE UNDERSTAND THE MARKET CONDITIONS VERY WELL. WE KNOW THAT YOU MUST MAKE SPECIAL EFFORTS TO ADAPT YOUR YOUR MARKETING TECHNIQUES TO THE AFRICAN MARKET, ENSURE AN ADEQUATE AFTER-SALE SERVICE AND UNDERSTAND AFRICAN BUSINESS PRACTICES . I'M CONVINCED THAT YOU WILL BE ABLE TO DEAL WITH THESE REQUIREMENTS AND I CAN ASSURE YOU OF THE SUPPORT OF MY GOVERNMENT TO DO THIS, WHETHER BY ADVICE, VISITS OF MINISTERS OR SENIOR OFFICIALS TO SUPPORT YOUR EFFORTS, OR EQUALLY WITH SUCH PROGRAMS AS FAIRS AND MISSIONS OR THE PROGRAM FOR EXPORT MARKET DEVELOPMENT.

THE CANADIAN GOVERNMENT PUTS AT YOUR DISPOSAL A RANGE OF SERVICES TO HELP YOU ACCOMPLISH YOUR OBJECTIVES IN AFRICA.