



Business Mission to Algeria and participation to Algiers International Trade Fair

June 7-12, 2008



***With the support of the Canadian Embassy in Algiers
In collaboration with Consultation Contacts Monde***

The Canadian Council on Africa, in collaboration with Consultation Contacts Monde, invite you to take part in the 41st annual Algiers International Trade Fair (FIA) from 7-12 June, 2008.

The FIA is the most important commercial event of the year in Algeria and provides a unique opportunity for Canadian companies to promote their expertise and to pursue opportunities in this very active market.

Last year the FIA attracted 700,000 visitors. More than 1,600 companies from 40 countries were represented to the international event.

Excerpt of letter from Mr. Gilles Poirier, Chargé d'affaire and Senior Trade Commissioner to the Canadian Embassy in Algiers :

« Algeria is Canada's number one trading partner in Africa and the Middle East with two-way trade of almost \$CAD 5,2 billion in 2006. During the past year Canadian companies have profited from very interesting contracts and Canada's image is excellent. Now is definitely the time to take advantage of the market's multiple economic and commercial opportunities.

Moreover, Algeria is aggressively implementing a program of liberal economic reforms which contributed to a GDP growth rate of approximately 5% over the last few years together with unprecedented foreign exchange reserves of \$US 100 billion. The Algerian Government is also implementing the 2005-2009 Complementary Growth Support Program with a \$US 160 billion budget to rebuild infrastructure and improve the country's services”

Two ways of taking part in the FIA

This year we offer two different options for you to take part in the FIA: you may reserve your own stand, or join CCAfrica's stand. Both options will allow your organization to benefit from enhanced visibility, access to key persons and great networking opportunities. Nathalie Désourdy, CCAfrica's Vice-presidente for Québec and Karl Miville-De Chêne, Associate, Contacts Monde, will accompany the delegates.

In addition to the stand, the mission fees include participation to official events related to the FIA, some meals and local transportation fees and:

- ◆ Invitation to the official opening presided by President Bouteflika accompanied by the majority of his cabinet ministers;
- ◆ Access to the Canadian Embassy's pavilion VIP lounge for private meetings;
- ◆ Inscription in the Canadian Pavilion participant brochure;
- ◆ Inscription in the FIA catalogue ;
- ◆ Invitation for you and your key clients to the Canada Day networking cocktail ;
- ◆ Publicity through various press communiques and press conferences prepared by the Embassy;
- ◆ Airport pick-up and hotel reservations at Embassy's negotiated prices;
- ◆ Possibility of organizing some one-to-one meetings.

This year Canada will work together with the United States and Mexico to have a North American Pavilion, another opportunity of networking and visibility for your organization.

Mission Fees

CCAfrica's delegation and stand for CCAfrica members : \$1,500, non members : \$1,800.
Stand : \$500 per square meter (minimum 9 square meters), including separation walls, carpet, one table and two chairs.

Program Outline

The Algiers International Trade Fair takes place from 7 to 12 June, 2008. Also to the agenda : Welcome reception to the Ambassador's Residence, Cocktail hosted by HE Mr. Patrick Parisot, Farewell Reception.

Informations utiles

Visas :

CCAfrica will provide you with an invitation letter to add to you visa application. We will also be working closely the Algeria Embassy to facilitate the process.

Visit www.ambalgott.com/html/visa1.htm for an application form

Contact persons :

Nathalie Désourdy, CCAfrica, (nathalie.desourdy@ccafrica.ca)

Karl Miville-de Chêne, Contacts Monde (kmd@contactsmonde.com)

Mrs Nawal Lebah, Canadian Embassy in Algiers (nawal.lebah@international.gc.ca)

Business Mission to Algeria
7-12 juin 2008
Registration form

If you are interested in participation to the mission, please fill out and fax to
Nathalie Désourdy, VP Québec, CCAfrica
Email nathalie.desourdy@ccafrica.ca, fax 450 263-9444

Organisation:

Name of Company/org. _____

Address : _____

Delegate Name _____

Title: _____

Email: _____

Phone: _____ Fax : _____

Website: _____

Sectors of focus: _____

This information will also be used for billing purposes

Mission objectives

a) Please describe briefly you overall objectives for participating in this mission:

b) List examples of the kinds of companies, governments, agencies, institutions or site visits that meeting or visit would help meet those objectives:

c) If you have any specific companies, officials or individuals that should be invited to events or otherwise incorporated to your mission program, please provide names and contact information.

Form of participation: Individual stand ____ m² CCAfrica Delegation
(minimum 9 m²)

Thank you for sending us : A profile of your organization (100-150 words)
 Logo – JGP format