

# The Canadian Trade Commissioner Service

Everywhere you do business



## Canada and the East Africa Community



Foreign Affairs and  
International Trade Canada

Affaires étrangères et  
Commerce international Canada

Canada 

# East Africa Community

- Projected long-term growth in EAC's markets and the potential of EAC's natural resources offer great development potential.
- Despite the current financial crisis, economic growth will increase by 3.3% in 2009.
- Many challenges remain, but there are many successes and they are growing.

## **Canadian Business Successes in the East Africa Community**

- A leading Canadian animation software company appointed a representative in Kenya.
- Our focus on the market for educational services has increased market demand in East Africa - there has been an 80 per cent increase in student visa applications from the region and a growing interest among Canadian educational institutions in opportunities in the region.
- A Canadian company was awarded a substantial contract by Kenya Pipeline Company to upgrade its SCADA System.
- Major sponsors of the 4th East African Petroleum Conference held in Mombasa March 11 -13, 2009 included Canadian companies that are active in the EAC: Heritage Oil Ltd, Panafrican Energy Resources, Vangold Resources, & Lion Petroleum. The Canadian Info Booth at this show housed Vangold Resources, Lion Petroleum, Carmanah Technologies and Tanzanian-based IMW Industries.

## Canada – East Africa Trade Relations

- In 2008, two-way trade between Canada and East Africa totalled \$187.2 million. Exports consisted mostly of textiles, machinery, paper and cereals; while imports consisted of coffee, tea and clothing.
- In Eastern Africa Tanzania hosts the largest share of Canadian investments with mining assets that are valued at \$2.3 billion.
- Canada has invited several countries in Africa to consider the negotiation of a Foreign Investment Promotion and Protection Agreement (FIPAs), including Rwanda. Negotiations with Tanzania are progressing.
- A Double Taxation Agreement is already in place with Kenya and Tanzania.

# Current Opportunities

## **Mining**

- Prospecting opportunities (particularly gold) throughout East Africa

## **Power and Energy**

- Hydroelectric, thermal power plants, expanding electricity access to remote areas and more.
- Wind, biomass, solar energy, wave power opportunities.

## **Education**

- Increased interest for partnerships between Canadian and African colleges and universities
- Increasing demand for professional and vocational training throughout East Africa

# Current Opportunities (cont'd...)

## **Information and Communication Technology**

- High-speed internet access for Eastern Africa (June 2009) leading to rapid growth in ICT sector

## **Oil and Gas**

- Growing interest in exploring for hydrocarbons throughout Eastern Africa, due partly to major oil discovery in Uganda.

## **Infrastructure**

- Development of new power sources and transmission lines throughout East Africa
- Upgrades to roads and highways.
- Airport upgrades in various countries across Africa (ie. Kenya)
- Railway and Port upgrades across Africa.

# Trade Commissioners Services

- Preparing for International Markets
- Market Potential Assessment
- Qualified Contacts
- Problem Solving



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Services for Canadian Business

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- Trade Negotiations and Agreements
- Consultations

Services for Non-Canadian Business

- Invest in Canada

# Virtual Trade Commissioner

The **Virtual Trade Commissioner** is your personal gateway to the Canadian Trade Commissioner Service.

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- Market and sector specific information
- Business leads and news
- On-line service delivery
- Information about your company available to Trade Commissioners abroad

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Ottawa, Canada

**Mark J. Redmond**  
Director BioAlberta

See how we helped BioAlberta expand in a new market

### Seizing Global Advantage



Canada's Global Commerce Strategy

# Activities planned for 2009-2010

## **Trade Shows**

- INDABA
- AfricaCom
- PDAC

## **Seminars & roundtables**

- CSR seminars in Canada
- CSR roundtables throughout Africa

## **Incoming missions from Africa**

- East Africa delegation (multi-sector)

# For more information

- Virtual Trade Commissioner, sectoral reports and more: [www.infoexport.gc.ca](http://www.infoexport.gc.ca)
- DFAIT Regional Offices
- Travel advisories: [www.voyage.gc.ca/](http://www.voyage.gc.ca/)
- Embassy websites
- Chambers of commerce