

The Canadian Trade Commissioner Service

Everywhere you do business



Exploring the African Market



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

Why Africa?

- Projected long-term growth in Africa's markets and the attraction of Africa's resources remains a great source of potential for companies.
- Despite the current financial crisis, economic growth is estimated to increase by 3.3% in 2009.
- Canadian exports to Africa surpass Canadian exports to major trading partners such as Brazil, India, and Russia.
- Many challenges remain in Africa, but there are many successes and they are growing.

Canada – Africa Trade Relations

- In 2008, two-way trade between Canada and Africa stood at approx. C\$17.6 billion, with Sub-Saharan Africa (SSA) accounting for approx. C\$7.6 billion.
- In 2008, Canadian merchandise exports to Africa were approx. C\$4.3 billion, with SSA accounting for approx. C\$2.3 billion.
- 11 Double Taxation Agreements and 3 Foreign Investment Promotion and protection Agreements.

Priority Countries in SSA

Opportunity Assessment to 2010

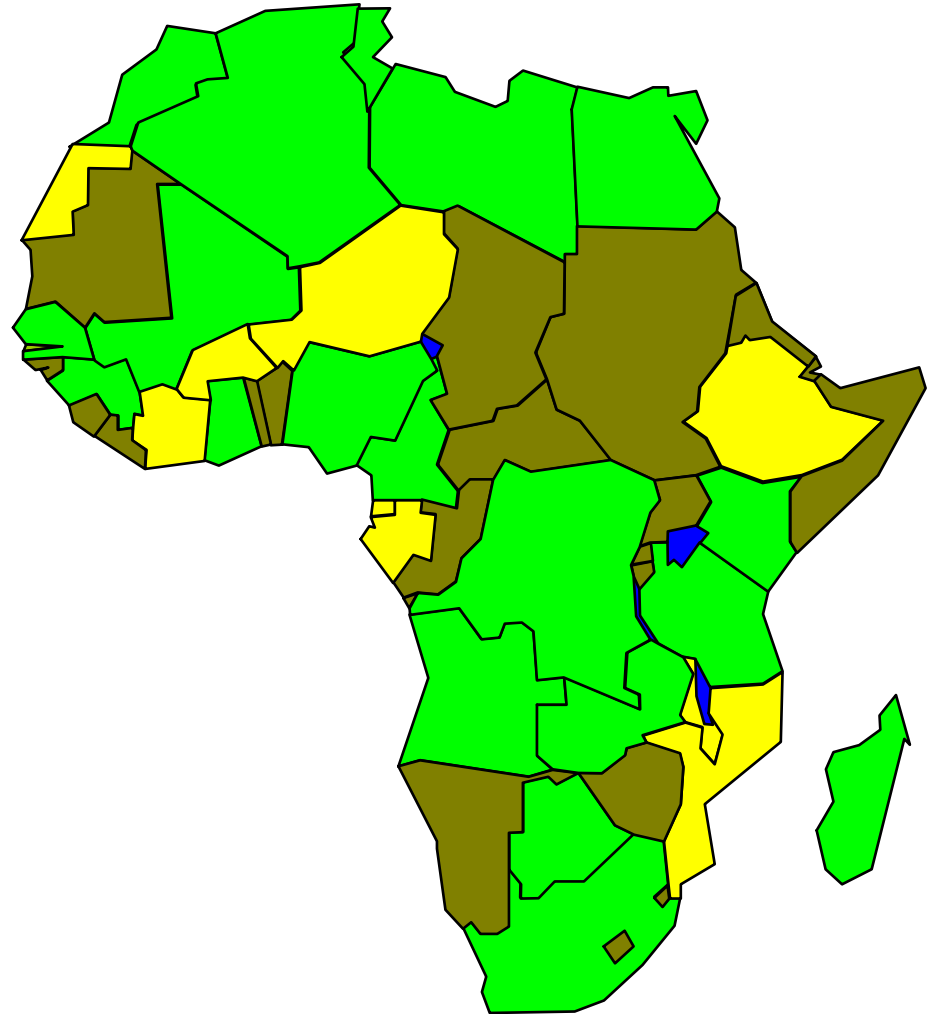
High Priority Countries



Medium Priority Countries



Non-priority countries



Priority sectors

- Mining
- Information and Communication Technology (ICT)
- Power/Energy
- Education
- Oil and Gas
- Agriculture

- *Corporate Social Responsibility* *

Examples of Current Opportunities

Mining

- Construction of new mines and feasibility study in Burkina Faso
- Prospecting opportunities (particularly gold) throughout East Africa

Education

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

Power and Energy

- Various opportunities in Western Africa; ie. hydroelectric and thermal power plants; expanding electricity access to remote areas.
- Wind, biomass, solar energy, wave power opportunities through Eskom (South Africa)

ICT

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

Current Opportunities (cont'd...)

Transportation

- South Africa: opportunities for Canadian companies who can provide intelligent transportation systems solutions (ITS)

Geomatics

- CIDA/NRCan request for proposal

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 across most of Africa
- Airport upgrades in various countries across Africa (ie. Kenya, South Africa, Togo)
- Railway and Port upgrades across Africa (ie. Ghana, Côte d'Ivoire, South Africa)

Trade Commissioners Services

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



Home > International Trade > Doing Business Abroad > Virtual Trade Commissioner

Trade Offices

- In Canada
- Around the World

Services for Canadian Business

- Doing Business Abroad
 - Overview of Services
 - Market Reports
 - Funding Opportunities
 - Businesswomen in Trade
 - Virtual Trade Commissioner
 - Related Resources

- Innovation, Science and Technology
- Export and Import Controls
- 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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Opening Doors in Japan

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

Examples of upcoming activities 2009-2010

Outgoing missions to Africa

- West Africa (multi-sectoral)
- Angola (multi-sectoral)

Trade Shows

- INDABA
- AfricaCom
- PDAC

Incoming missions from Africa

- East Africa delegation (multi-sector)
- Angola delegation (multi-sector)
- Nigeria delegation (oil and gas)

Seminars and roundtables

- CSR seminars in Canada
- CSR roundtables throughout Africa

For more information...

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

Thank you!