

Membership Diversity

- ❖ Small and Medium Business (SMEs)
- ❖ Large Business (Enterprise market)
- ❖ Canadian Business Associations
- ❖ Non-governmental Organizations (NGOs)
- ❖ Colleges and Universities
- ❖ Canadian Government departments and agencies (Federal and Provincial)

CCAfrica is dedicated to promoting trade and investment between the Canadian and African business communities, with a focus on capacity building.

CCAfrica is a member driven non-profit organization serving private and public sector organizations with business interests in Africa. CCAfrica accomplishes its mission through trade missions to and from Africa, sector specific plenaries and conferences, and information dissemination, both online and in published work.

Message from the President (May 2004)

Strong public-private sector partnerships underlie successful initiatives in Africa. Pursuant to that reality, small, medium and large enterprises, industry associations, universities, colleges, provincial governments and federal departments and agencies have joined CCAfrica. Our members represent a broad range of industries including engineering, manufacturing, IT, consulting, and education.

CCAfrica is vital to Canada's rising commitment to developing stronger private sector ties with Africa. Canadian business already leads the world in recognizing the value and profit-potential of business on the continent. CCAfrica helps its members to successfully channel this energy and expertise.

Our members are diverse and so are their needs. Our smaller member companies may require market information, including the nature and location of specific business opportunities. Larger Canadian firms already familiar with African markets may seek policy advocacy. CCAfrica addresses these needs with programs and services reflecting member priorities.

Development assistance alone is insufficient to help Africa achieve its potential. Trade and investment are driving Africa's growth. CCAfrica's members believe in the viability of African markets, and the importance of the private sector for Africa's future. I hope that you will join our growing network and find meaning and opportunity in our mission.



Lucien Bradet, President, Canadian Council on Africa

CCAfrica Services

Leadership

- ❖ Acts as a go-between to leverage the range of Canadian resources and expertise that can enhance Canada-Africa economic relations
- ❖ Spearheads initiatives that will promote Canada-Africa trade and investment
- ❖ Develops and helps to implement public-private partnership initiatives

Programming

- ❖ Facilitates networking opportunities for CCAfrica members
- ❖ Refers members to one another for the formation of prospective partnerships
- ❖ Co-ordinates and accompanies select incoming African missions; coordinates outgoing, CCAfrica sponsored, Canadian missions to Africa

Advocacy

- ❖ Represents the needs of individuals and groups within the membership vis à vis government, trade associations, and other organizations
- ❖ Highlights Canadian business and policy successes to date in Africa
- ❖ Promotes the role of NEPAD in developing public-private partnerships positively impacting African development
- ❖ Garner attention for issues relevant to the African investment climate as well as overall development goals
- ❖ Counteracts negative portrayals of Africa in the media

Education and Information Dissemination

- ❖ Hosts a comprehensive website portal supplying general and industry specific information, developments, and issues relevant to trade with and investment in Africa
- ❖ Informs members about business opportunities in Africa
- ❖ Informs members and the general public about specific African countries and investment opportunities
- ❖ Relays information on Canadian involvement in African development issues

Events

- ❖ Plans and hosts events, including conferences, seminars, discussion groups, dinners, and "networking breakfasts."

Research and Analysis

- ❖ Provides printed and electronic resources offering African country and market analysis
- ❖ Offers user-friendly insight into Canadian trade facilitation



Board of Directors

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- ❖ Lucien Bradet, CCAfrica, President and C.O.O.
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