



Canadian Council on Africa (CCAfrica) Mission Statement

"CCAfrica is dedicated to the sustainable development of Africa and to increasing Canadian trade and investment in and with Africa."

CCAfrica Membership

CCAfrica is a private sector, member driven, non-profit organization. Membership caters to both private and public sector organizations with business and investment interests in Africa. Membership includes:

- Small and Medium Business (SMEs)
- Large Business (Enterprise market)
- Canadian Business Associations
- Non-governmental Organizations (NGOs)
- Universities and Colleges
- Government Departments and Agencies (Federal & Provincial)

CCAfrica Services

Leadership

- Acts as a go-between to leverage the range of Canadian resources and expertise that can enhance Canada-Africa commercial economic relations
- Spearheads initiatives that will promote trade and investment between Canada and Africa.
- Develop and implement public-private sector 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
- Garners 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 general public about specific African countries and investment opportunities
- Relays information on Canadian involvement on African development issues

Events

- Plans and hosts events to promote interest in developing business with Africa, to share experience in, and best practices for doing business with Africa and to assist companies in developing the contacts, Canadian, African etc to facilitate Africa-Canada business. These would include conferences, seminars, discussion groups, dinners, "networking breakfasts" etc

Research and Analysis

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