



Canada-Africa Investment Opportunities and Strategies



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While opportunities for increased investment between Canada and Africa have long been desired, they have never been more promising than they are today. This dynamic is mainly due to the reciprocity and complementarity of the needs of both parties, creating fertile ground for fruitful collaborations.

1) African Opportunities for Canada

a) Abundance of natural resources in Africa:

Africa is rich in natural resources, including mineral deposits such as gold, diamonds, platinum, and other precious metals, as well as oil and gas resources. More than a hundred Canadian mining companies are already active on the continent, ready to explore and exploit these riches.

Africa's vast reserves of timber, fertile farmland and exceptional biodiversity offer immense opportunities for economic growth. These resources are not only a vector of industrial development, but also a lever for sustainable development, thus contributing to flourishing economies.



b) A young and growing market:



With 1.4 billion people, 60% of whom are under the age of 25, Africa has a dynamic and growing population that doubles every 25 years. This human potential is supported by a growing middle class, which is expected to account for more than 40% of the population by 2030. This will result in increased demand for goods and services, creating a potential market of \$2.5 trillion in various sectors such as real estate, food, retail, fashion and beauty.

c) Rapid transformation of the African economy:

Many African countries are focusing on innovation, digitalization and sustainable development, bypassing traditional infrastructural barriers. This allows Canadian businesses to take advantage of a rapidly changing environment that is conducive to innovation and collaboration.

2) Canadian Opportunities for Africa

Canada, as a member of the G8 with no colonial past, but also a member of both the Commonwealth and the Organization of La Francophonie, plays a key role in Africa's development. This country welcomes many young Africans to its universities, who will become ambassadors of Canadian technology and know-how in Africa, both in French and English.

For African countries, the increase in the African diaspora in Canada represents a real opportunity:

- **Access to technical advice** : The diaspora brings a deep understanding of cultural and social challenges, allowing for innovative and tailored advice to be offered in each context.
- **Promotion of entrepreneurship** : The commitment of members of the diaspora contributes to the development of new businesses and collective enrichment.
- **Increasing savings and investment**: The diaspora has become, over time, a key donor, with remittances exceeding the total of official development assistance and

direct investment combined, amounting to \$54 billion in financial transfers to **sub-Saharan Africa** alone **in 2023!**

3) Strategies to be implemented

Currently, despite the stated desire of both parties, trade between Canada and Africa represents barely 1% of the total volume, with a high concentration in the mining sector. Canadian banks remain reluctant to invest in Africa, with the exception of the National Bank of Canada and the Desjardins Group, which have tried partnership agreements with mixed success.

To overcome these challenges, we propose the creation of a **Canada Investment Fund for Africa (CIFA)**, with a minimum capital of \$1 billion, to facilitate the mobilization of capital for business projects. This fund could also offer guarantees to encourage investment.

Canadian private investors, as well as the Caisse de Dépôts et Placement du Québec and the Teachers' Fund of Ontario, should also explore these opportunities, in collaboration with their African business counterparts.

Members of the African diaspora have a key role to play as guides and co-entrepreneurs, leveraging their experience and resources to create beneficial synergies.

For African business people themselves, there are many investment opportunities in Canada, among which it is worth mentioning:

- a) **The Starp Canada program** , which allows foreign nationals to invest in Canadian high-tech companies through a system that could lead, under certain conditions, to obtaining permanent resident status in Canada;
- b) **The takeover programme** , which allows any investor to acquire, alone or with other partners, companies whose former owners are preparing to sell, as part of their retirement preparation;



- c) **The acquisition of stakes** in companies operating in various sectors of activity. This operation allows new entrepreneurs to rely on existing management to make a foray into the Canadian business world.

4) Call to Action: Join Us for the Canada-Africa Forum

We invite you to participate in our **7th edition of the Canada-Africa Trade and Investment Forum**, scheduled for **May 22 and 23, 2025**. This event brings together thought leaders, entrepreneurs and investors, providing a platform to explore business opportunities and forge strategic partnerships.

Don't miss this unique opportunity to discover how Canada and Africa can work together for a prosperous future full of innovation and job creation for young people on both continents.



We look forward to welcoming you to our Forum and discussing with you the many opportunities available to you. Together, we can build a sustainable and prosperous future!