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www.cornerstoneintl.com

# Cornerstone & Pinnacle International Consulting Inc.

Canada Africa Network™ - International Business Development



Are you an organization or individual who wants to potentially diversify your business? If so, why not join us in Africa, the best emerging market in the world!

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## Who We Are

- We serve as both a business and cultural conduit for Canadians looking to invest in Africa. Our team strives to create and diversify business networks in both continents.
- We would like to see a drastic increase in the amount of Canadians goods and services available in Africa. Building key infrastructures such as roads and buildings could make for huge profit and immediate return for Canadian contractors.

## Our Mission

To showcase Africa's newly emerging economic growth and to form a discussion on why Africa matters. Our focus is to be a bridge builder between reputable Canadian Investors like you and major companies in Africa looking for opportunities for expansion. Our Network is specifically designed to suit your business needs.

## What We Do

- Market scans and sector analysis: supplier, buyer and distributor identification
- Representation and liaison services
- Assessment of market size and characteristics as well as overall economic trends in Africa
- Create trade exhibition opportunities in Africa for Canadian and African companies
- Organize conferences/ summits for special topics and the prosperity of networks
- Professional advice on risk and security management
- Assist Canadian companies in securing contracts for building infrastructures like roads and airports, as well as the drilling of holes for clean water
- Facilitate business for institutions and organizations in both continents





## Interesting Facts about AFRICA



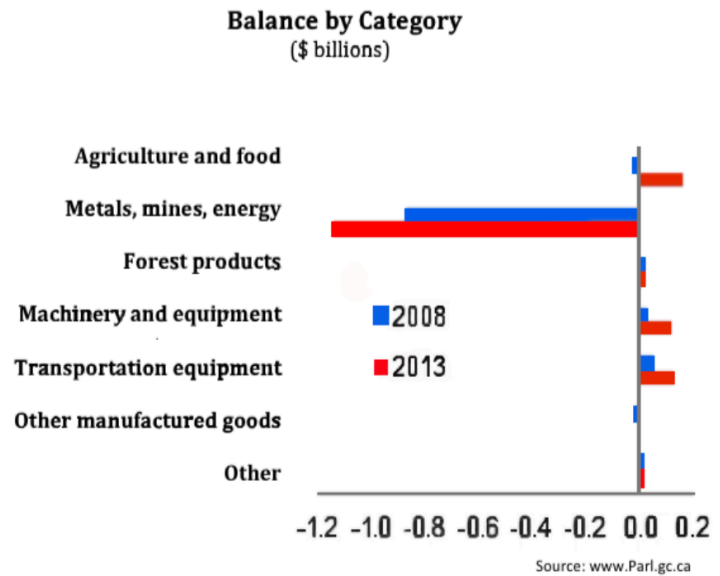
- Nigeria is not only the most populated country in Africa but also the 7th most populated country in the world, sporting a population of over 183 million people as of June 2015.
- Nigeria alone has over 500 different ethnic groups, each one sporting its own unique language.
- 70% of Nigerians are employed in agriculture.
- Today, Nigeria is Canada's largest trading partner in Sub-Saharan Africa. Since 2006, Canada-Nigeria bilateral trade has more than doubled, with Canadian direct investment in Nigeria at its highest level ever.
- Nigeria offers very high returns because of its growing economy; the country is in a unique position with the highest rate of returns on investment all of Africa.
- Nigeria is the 12th largest producer of crude oil in the world (averaging 2,525,000 barrels per day) and the 8th largest exporter.
- There are over 1 million Chinese citizens on the African continent. Angola alone has a population of over 350,000 Chinese.
- A lover of Social Media - With over 3 million Facebook users, the youthful population of Nigeria has adopted global social media tools with enthusiasm.
- Nigerians are legendary for their love of family gatherings and parties. According to thedrinksbusiness.com, Nigerians spent £38m on Champagne in 2012, and the data analyst Euromonitor forecasts that the country will splash out another £68m on Champagne in 2017.



# Current American & Canadian Companies in Africa

- Manitoba Hydro
- Canadian Pacific Consulting
- Coca Cola
- Bombardier
- Windiga Energy Inc.
- Cowater
- Aviat Networks
- Mercy Ships
- Strategieum
- Sherritt International
- CRC
- Sogema
- Microsoft
- Nexen
- ArcelorMittal

# Trade Activity: Canada-Nigeria



## Trade and Investment

Trade and Investment	
Canada's merchandise exports to Nigeria in 2014	\$529,200,000
Canada's merchandise imports from Nigeria in 2014	\$438,800,000

Source: <http://international.gc.ca>



**Discover Africa, Discover Opportunity**

# Key Opportunities



**Innovation Technologies**



**Canada Wine & Beverage**



**Infrastructure**



**Forestry/Energy**



**Pharmaceutical**



**Education**

## Interesting articles

To view the full articles, visit: <http://www.c-pinternational.ca/articles/>

["Nigeria seeks to diversify trade with Canada beyond oil sector"](#)

["Building Connections and Investment in Nigeria"](#)

["Nigeria, Canada target \\$6 billion trade volume by 2015"](#)

["3 Reasons Why Obama Wants to Expand Trade With Africa"](#)

["Canada announces support to create jobs and opportunities in Nigeria"](#)

["Volume of U.S. exports of trade goods to Nigeria from 1985 to 2014"](#)

["Canadian Trade and Investment Activity: Canada–Nigeria"](#)

["Creating a Better Business Environment in Nigeria"](#)

["Agreement Between Canada and the Federal Republic of Nigeria for the Promotion and Protection of Investments"](#)

["West Africa: Rethinking Economic Governance in South East Nigeria"](#)

## Contact us for more information!

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