

Trade Business Plan

— Continued from page 1

consultation among External Affairs and International Trade Canada, Industry, Science and Technology Canada, and Investment Canada, and will result in a more coherent approach to trade, technology and investment matters.

The purpose of the International Trade Business Plan is:

- to promote broader awareness of the important global challenges and opportunities before Canada and to underline the need for Canadians to develop an outward-looking "trading culture";
- to enhance awareness of current federal policies, programs and activities to assist Canadian firms in their efforts to remain internationally competitive;
- to encourage ongoing dialogue between the private sector and the federal government to ensure that government priorities, strategies, and programs meet the real needs of Canadian companies; and
- to help co-ordinate activities with provinces to improve efficiency and reduce duplication.

"Canada's high standard of living is largely due to our capacity to be competitive in foreign markets," Wilson said. "The International Trade Business Plan is an element of our overall trade agenda to make

India Telecommunications — from page 1

presence in the country.

The technology and equipment sought is all state of the art. Existing switches in India were developed in the late 1970s and have been produced since 1984. Since then, progress has been made in leaps and bounds. One measure is the vast jump in Busy Hour Call Attempts (BHCA). As the name indicates, the measure represents approximately how many calls can be completed in one hour. Exchanges now offer a BHCA of 1.2 million, four times the existing figure for exchanges in India.

It is not only the big multinationals that have significant prospects in India; prospects are also good for the smaller niche producers.

DoT has announced that it will soon float a global tender for value-added services. It will be giving franchises for areas such as cellular mobile phones, voice-mail, electronic mail, audio-conferencing,

video-conferencing, radio-paging, and videotext.

There are also areas of opportunity for peripheral equipment such as facsimile machines and modems. Many of these areas hold great potential, not merely due to the vast population but also as a result of geography. Cellular phones, for example, are still confined to the automobile but have wide application as a low-cost option in certain rural and remote areas.

There are possible future opportunities in telephone infrastructure as opposed to terminal services. It is in supplying these that many small- and medium-size Canadian firms can be most successful.

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Canada more internationally competitive. The larger Prosperity Initiative, of which trade is part, emphasizes not only that we **must** compete, but that we **can**."

To obtain your copy of the Business Plan, contact Info Export (see box at bottom of page 8).

Russian Federation Gets Credit Lines

The Government of Canada, working through the Export Development Corporation (EDC) has signed two lines of credit with the Russian Federation (Russia).

One line of credit for \$100 million will finance the sale of Canadian capital goods, primarily in the oil and gas sector; the other, for up to \$62 million and representing the remaining unallocated balance of an original \$150 million food line of credit with the former Soviet Union, will be used primarily for the purchase of vegetable oil products, meat, fish, baby food, powdered milk and animal feed.

Exporters should direct inquiries to EDC offices located in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

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