

information can also be obtained from the Asia Pacific South Trade Development Division at External Affairs and International Trade Canada or the Canadian High Commission in New Delhi.

Marketing Information

Representation. A reputable and aggressive Indian agent is essential to doing business in India. Already more than 250 Canadian firms have agents in the Indian market, and the Commercial Division of the Canadian High Commission or the consulate in Bombay (which is responsible for the western Indian states of Maharashtra, Gujarat and Goa) can suggest names of agency houses. Local agents can be useful in establishing contacts with government officials and decision-making technical personnel in public and private industries. Agents are useful in obtaining tenders, quoting and submitting bids on behalf of their clients, answering buyers' questions, handling details related to completing transactions, and keeping their principals informed of potential business opportunities. The local agent can advise the principal in the pre-tender period, evaluate final pricing, negotiate, and keep in contact with the bureaucratic process. The agent will have information on what purchases are planned by various government or private-sector bodies, and what price, delivery terms and "dressing up" of bids can win a contract.

Indian agents rarely work on a retainer basis except in cases involving promotion over long periods; usually, they receive their commissions from buyers (if they are government agencies or government corporations) once the goods have been delivered. In dealing with such buyers, therefore, it is necessary to indicate the quantum of commissions on the pro forma invoices or sales contracts. The requirement of paying commissions in rupees to agents was introduced to conserve foreign exchange.

Import Regulations. India's import and export policies are announced once in three years. These policies are constantly revised, as they are contingent on the availability of foreign exchange and the requirements of industries and consumers, as well as the availability of acceptable indigenous equivalent products.

For complete and up to date information, consult the Indian governments' import/export policy manuals. For information relating to specific products, contact a local agent. If there is no agent for the product, contact External Affairs and